

MARCH 26, 1936

MAR 25 1936

# HARDWARE AGE

Published  
Every Other Thursday

... WHEN WE BET EVERY  
DEALER IN AMERICA A NEW  
HAY FORK THAT HE'D WANT  
OUR 1936 LINE -- WE BOTH WON

OVER 6500  
DEALERS WROTE  
IN FOR  
SAMPLES OF  
OUR 1936 LINE

Just sixty days ago we offered to send a free sample of our 1936 line to any hardware store, in order to prove 3 things:

- 1—that we had given farm and garden tools NEW EYE APPEAL which DOUBLES THEIR SALABILITY.
- 2—that we had made UNION Tools TRULY RENEWABLE FOR LONGER LIFE.
- 3—that the dealer who shows these better tools, this Spring, will win the tool trade in his locality, and win it "for keeps."

More than 6,500 dealers accepted our offer and PROVED TO THEMSELVES the superiority of UNION Tools. If you have not received full details regarding our offer of a free Display Rack and 10-piece Window Trim, write to us at once.

## THE UNION FORK & HOE COMPANY

Makers of Quality Steel Goods for Over 35 Years — COLUMBUS, OHIO — JACKSON, MISS. — FRANKFORT, N. Y.  
Representatives: H. J. McCarty, 253 Broadway, N. Y. City; John T. Rowntree, Inc., Los Angeles; Henry Keidel & Co., Baltimore



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## STOCK

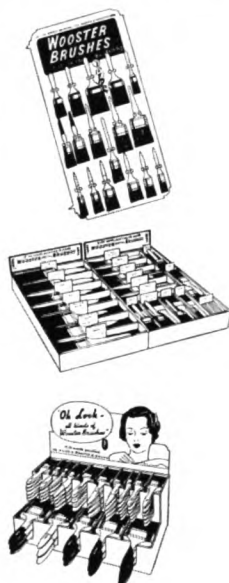
ONLY THE 26  
FASTEST-SELLING  
BRUSHES IN THE  
WORLD'S FASTEST-  
SELLING LINE

## SALES

JUMP, BECAUSE ALL  
ITEMS ARE WHAT  
CUSTOMERS WANT,  
DISPLAYED SO THAT  
THEY ARE SEEN AND  
BOUGHT

## DISPLAY

THREE SCIENTIFI-  
CALLY-DESIGNED  
DISPLAY UNITS...  
FOR WALL, TABLE-  
TOP AND COUNTER



It stands on its own feet... the Wooster 3-Point Merchandising System... because it embodies the essentials of profitable brush selling. First, it reduces stocks, because there are only 26 interchangeable brushes in the entire group of three units! Second, it provides excellent display of merchandise because the three units are designed to fit the most important spots in your store. And third, it actually makes sales because it puts Wooster Brushes where customers can see them, handle them, sell themselves. Use any or all of the three units... the Sampler, the Table-Top Brush Deals, or the Variety Venders, or any combination. Order the 26 featured brushes for your open store. It's the certain way to make money in selling brushes. Mail the coupon today!

The Wooster Brush Company,  
Wooster, Ohio  
Send me the illustrated folder on the  
Wooster 3-Point Merchandising System.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**WOOSTER** FOSS-SET  
GUARANTEED  
USE IN ANYTHING **BRUSH**

THE WOOSTER





# "Greatest SALES BUILDERS we ever received"

—SAY HARDWARE MERCHANTS



**H**ERE are four good reasons why these YALE MERCHANDISERS made such a tremendous hit with hardware dealers:

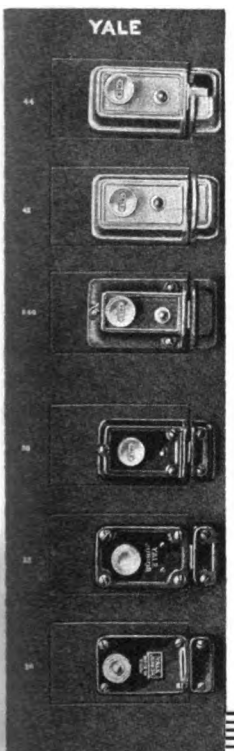
#### YALE AUXILIARY LOCK MERCHANDISER

No. GSG62—26½" x 8"  
Locks to retail at from 75¢ to \$2.50.

Also GSG61—same as above with different assortment to retail from \$1.00 to \$4.00.

No. GSG71—18" x 6½" contains 4 locks to retail from 75¢ to \$1.75.

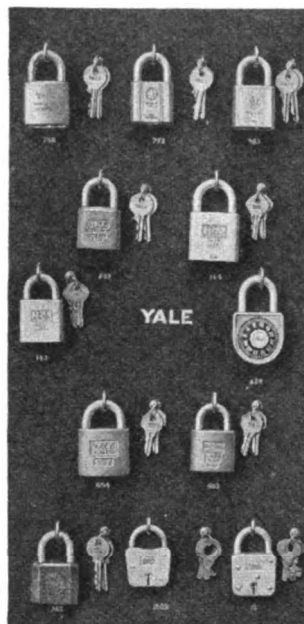
NOTE: Add prefix "R" for revolving Merchandisers—same assortments.



- 1 The YALE locks on each Merchandiser cover a range of prices and models to meet most requirements.
- 2 They are *real* Merchandisers because they attract customers and increase sales.
- 3 They make it easier for dealers to sell locks by making it easier for customers to choose the ones they need.
- 4 "The Name YALE Helps the Sale."

The standard finish is the beautiful new Green Suede (imitation plush) which forms a most effective background for the products.

Standardize on YALE, simplify your lock business—all under one world-famous trademark. Increase your sales and profits. Get these Merchandisers from your jobber or write us direct.



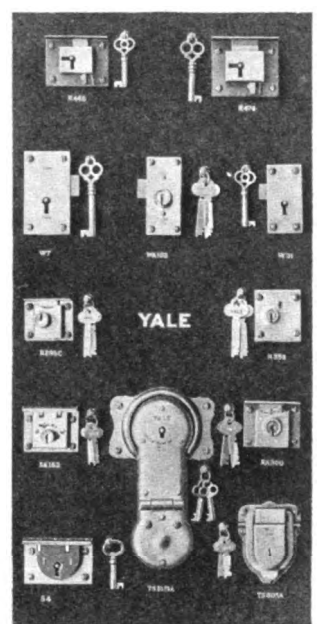
#### YALE PADLOCK MERCHANDISER

No. GSH303 22" x 11"  
Padlocks to retail at from 10¢ to \$1.50.

Other Padlock Merchandisers:

No. GSH312—18" x 5"—containing 5 padlocks to retail at from 25¢ to \$1.00.

No. GSH321—20" x 5"—containing 6 padlocks to retail at from 15¢ to \$1.00.



#### YALE CABINET & TRUNK LOCK MERCHANDISER

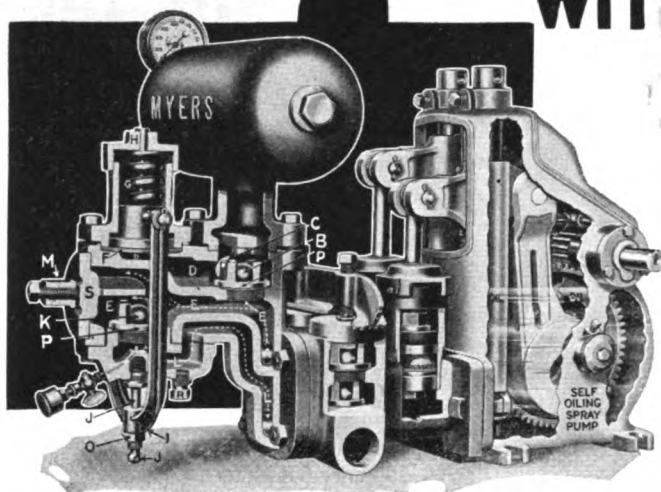
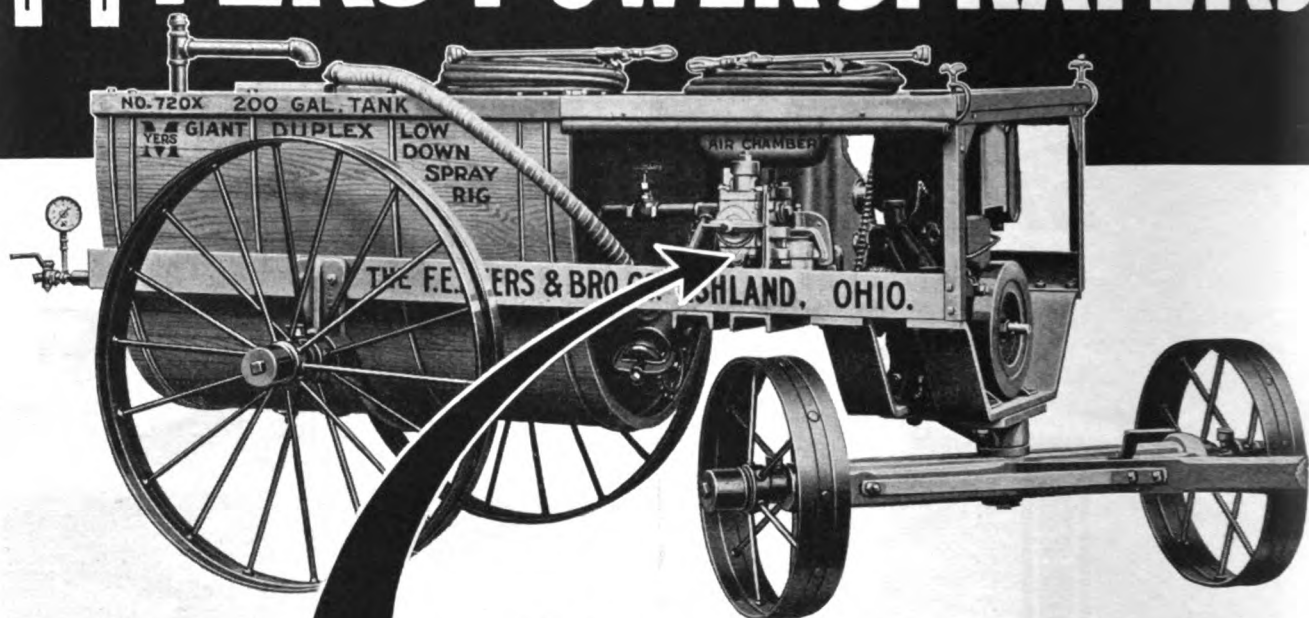
No. GSF11 22" x 11"

Assortment represents locks most frequently called for. Retail prices from 20¢ to \$1.25.

This merchandiser makes it easy for you to carry a representative stock that will take care of most of the requirements of your trade.

**THE YALE & TOWNE MFG. CO.**  
**STAMFORD, CONN.**  
**U.S.A.**

# MYERS POWER SPRAYERS



Wherever Myers Power Sprayers are used—in orchard, vineyard, nursery, field or garden—their success and popular acceptance are due to their many outstanding features of excellence.

Responsible for their splendid performance is the Myers Automatically Controlled Self-Oiling Power Spray Pump, a cutaway view of which appears above. Radically different from most other types of power spray pumps, this pump in duplex, triplex or quadruplex styles, is built to the finest of mechanical standards. Rugged and simple construction—perfect and continuous lubrication—smooth safety housing (not shown in illustration) protecting working parts and excluding dust and dirt—easy accessibility to all points of adjustment—positive balanced automatic control—ample capacity and pressure range—all are important factors that rate high with experienced fruit and vegetable growers who realize that if true spraying economy and efficiency are

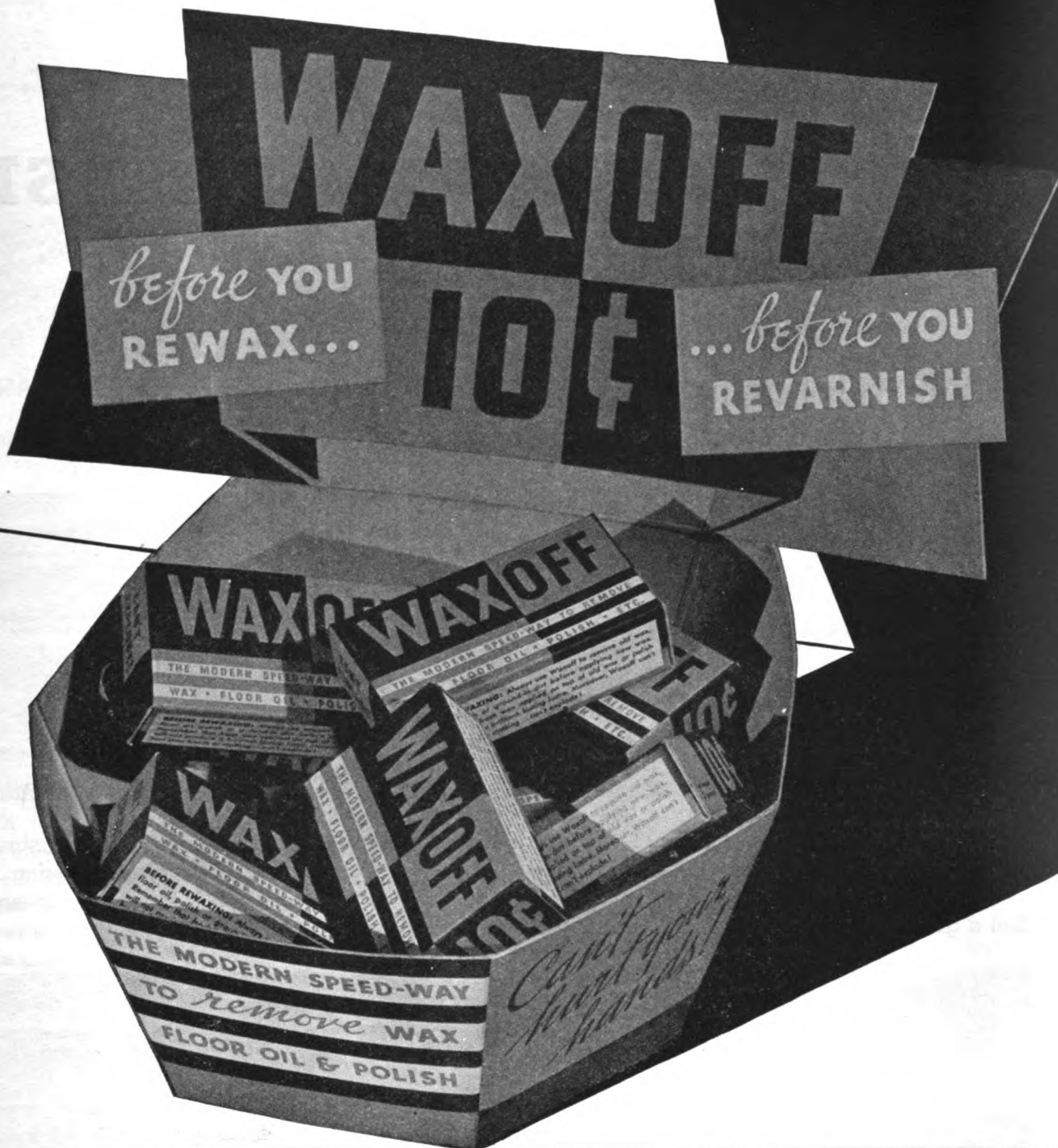
## WITH THE UNSURPASSED MYERS SELF-OILING DUPLEX-TRIPLEX OR QUADRUPLIX POWER SPRAY PUMPS

to be attained, the pump and its performance values come first.

Myers Power Spray Rigs equipped with Myers Self-Oiling Automatically Controlled Power Spray Pumps come with 100, 150, 200 and 300-gallon, non-corrosive tanks designed for durability, quick filling, easy cleaning and thorough agitation. Mounted on modern steel trucks of latest design and equipped with rubber tires when desired, they are furnished with dependable full-power engines, without engines, or for tractor or traction power. Other equipment includes guns, brooms, extensions and nozzles, or booms for field and row crop spraying.

If you want to know more about Myers Power Sprayers, their splendid performance, their durability and dependable low cost operation, write for catalog and complete information.

**The F.E.MYERS & BRO. Co. Ashland, Ohio**  
PUMPS—WATER SYSTEMS—HAY TOOLS—DOOR HANGERS



# WAXOFF GOES MODERN ★ AND GOES NATIONAL

is Waxoff in the modern mode . . . a smart, new blue-white-and-orange streamlined 1936 selling! Here is the only product of its kind in America . . . in a wholly new set-up and backed by a wholly new campaign in such big-league magazines as The Saturday Evening Post, Better Homes & Gardens. Remember, every customer who walks into your store is "a natural" for Waxoff. Not only does it do a great de-waxing job but it is great "life insurance" for every dealer who has to hear that chronic complaint: "The varnish didn't dry." Hence every time you sell wax or varnish sell Waxoff. There's a dapper dozen of 10c self-sellers packed to each "knock-down" basket! Ask your jobber.

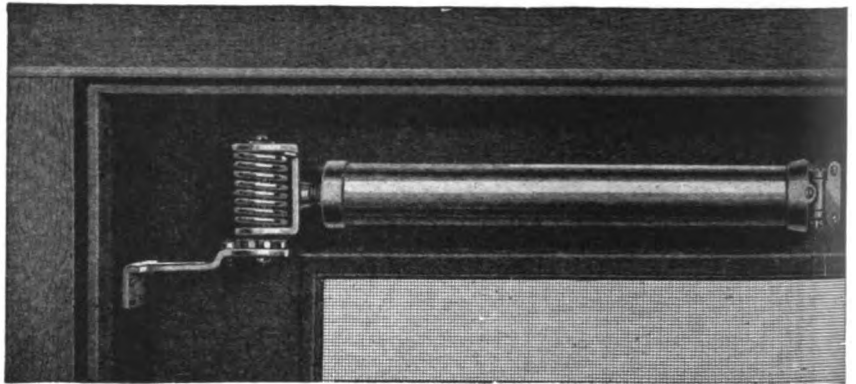
CHALK CHEMICAL COMPANY ★ LOS ANGELES ★ CHICAGO



# **NORTON SCREEN DOOR CLOSER**

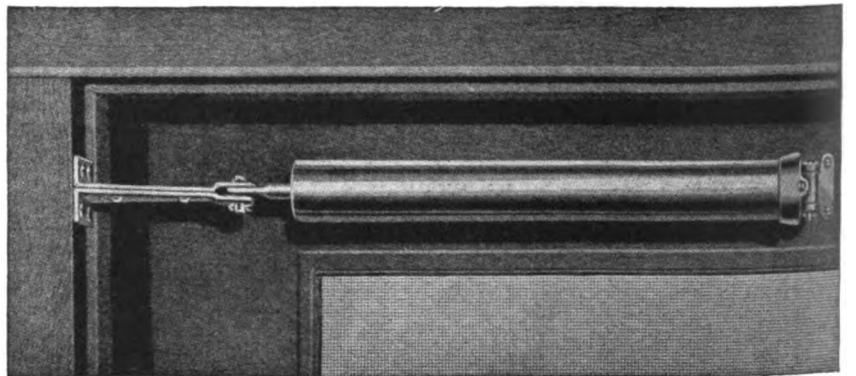
**2 MODELS OF UNEQUALED VALUE BUILT BY THE LARGEST  
EXCLUSIVE MANUFACTURER OF DOOR CONTROLLING DEVICES IN THE WORLD**

**NORTON  
HIGHEST QUALITY  
SCREEN DOOR CLOSER  
No. 4  
RETAILS AT \$2.00**



This "no slam" device is built strongly for long service . . non rust seamless brass tube . . unbreakable heavy steel stampings form the bracket, spring holder and hinge plate. Correct engineering assures checking at all times. Number 4 is packed in individual cartons with full instructions for applying. Sell a good product to sell satisfaction.

**NORTON  
EXCELLENT VALUE  
SCREEN DOOR CLOSER  
No. 04  
RETAILS AT \$1.25**



A simplified closer of excellent workmanship. The tube is seamless and holds a powerful compression spring. Number 04 is a fine device, built for durable service of high quality materials, offered at a surprisingly low price. It is packed in individual cartons with full instructions for applying. (To be installed on opposite the hinge side only.)

**PUT THE NORTON SCREEN DOOR CLOSER COUNTER DISPLAY to work in your store—  
THERE ARE MANY SCREEN DOORS in your community that should stop slamming.**

**WRITE TO YOUR JOBBER OR NORTON DOOR CLOSER COMPANY**

**NORTON DOOR CLOSER COMPANY—2900 N. WESTERN AVE.—CHICAGO, ILL.**

**Division of the Yale & Towne Mfg. Company.**

# PANTHER and DRAGON TAPES

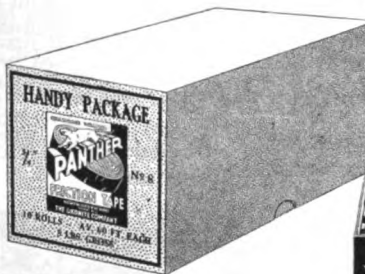


Panther Rubber Tape, Nos. 8, 4, 2 and 1 in individual boxes.



Dragon Friction Tape, Nos. 8, 4, in individual boxes.

Panther and Dragon Friction and Rubber Tapes are outstanding among commercial tapes because they are backed by the reputation and experience of the Okonite Company, for over half a century a leader in the insulation field. This accounts for such features as longer life, greater tensile strength and adhesiveness, distinctive green cores, and for the Cellophane wrapping sealed around each roll.



Handy Package. Contains 10 rolls of Panther No. 8



Panther Counter Display. Contains 32 rolls of Panther No. 8



Panther Display Rack. Contains 10 pounds of Nos. 8, 4, 2 and 1 Panther Tape.

## HAZARD INSULATED WIRE WORKS

*Division of*

## THE OKONITE COMPANY

**Factories:**

**Wilkes-Barre, Pa.**

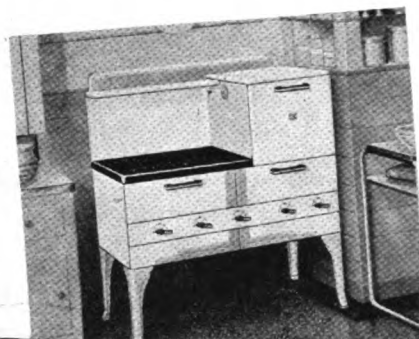
**Passaic, N. J.**

# VALUE • ADVERTISING

See yourself  
in a Beautiful  
Modern Kitchen



with a  
New Florence Oil Range



Now you can cook with oil and still have a kitchen that in beauty rivals anything you have ever seen. For Florence celebrates 64 years' experience with beautiful new Table Top and Console Oil Ranges. Styled and built for today and tomorrow, they bring you the convenience of gas, economy of oil. Finished in gleaming porcelain enamel, with rounded edges and corners—easily kept spotless.

New thrills in cooking! Five power-ful quickless kerosene burners give

new oil ranges: Table Top models with paneled front, Console models with closed or open front—finished in gleaming porcelain enamel. See these and other models for every need and purse. Ask about the Florence Budget Plan. Send today for the big booklet that illustrates the great line of Florence Oil Ranges. It contains new and practical recipes, and interesting full-color suggestions on kitchen decoration. The coupon brings it to you—free.

This page advertisement appears in color in GOOD HOUSEKEEPING magazine, May, 1935 (on sale April 15).

43 MILLION MESSAGES . . . IN 15





# DISPLAY • DIRECT MAIL



## but new Florence Oil Ranges Out Front

They're OUT FRONT in *style*: new Table Top and Console designs with paneled front, bakelite fittings, porcelain inish in white and modern colors.

They're OUT FRONT in *value*: embodying the refinements of 64 years' experience; endorsed by Good Housekeeping Institute.

They're OUT FRONT in *features*: with extra large insulated oven offering *Balanced Baking*; with powerful wickless cerosene "Focused Heat" burners, offering the convenience of gas, economy of oil; with sturdy construction, built for today and tomorrow.

They're OUT FRONT in *advertising*: with 43 million messages in 15 national and farm magazines reaching the best oil stove prospects; with new window and store displays that make people stop, look, and listen; with beautiful direct mail to send to your own prospects in your own neighborhood.

They're OUT FRONT in *sales*: with values that bring people to your store; with a line for every need and purse,

including wickless and wicktype oil ranges and stoves, gasoline pressure ranges, and modern gas ranges.

Who's back of you in STOVES? More and more reliable dealers are choosing FLORENCE, the line that offers *everything*, including a new BUDGET Plan.

Send for the Portfolio "FLORENCE in 1936." We're going places this year . . . want to come along?



### FLORENCE STOVE COMPANY

General Offices and Plant, Gardner, Mass.; Western Offices and Plant, Kankakee, Ill.; Sales Offices: Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.

# FLORENCE

OIL RANGES • GAS RANGES • HEATERS • RANGE BURNERS

## NATIONAL and FARM MAGAZINES





Second in a series of advertisements telling how Columbian Tape-Marked, Pure Manila Rope is made.

Showing one of the Preparation Rooms at the Columbian Mills, Auburn, N. Y.

*Exclusive Waterproofing Method makes*  
**THIS ROPE** easier to handle

**E**VERY fibre in Columbian Rope is individually waterproofed and lubricated. This seals them against decay. And it produces rope that is more flexible—much easier to handle even when wet.

In addition, not satisfied with the customary method of combing, we put all our rope fibre through several combings. This draws the fibres out and lays them parallel to each other. The result is a finer, cleaner, more uniform "sliver" which insures stronger rope with no weak spots.

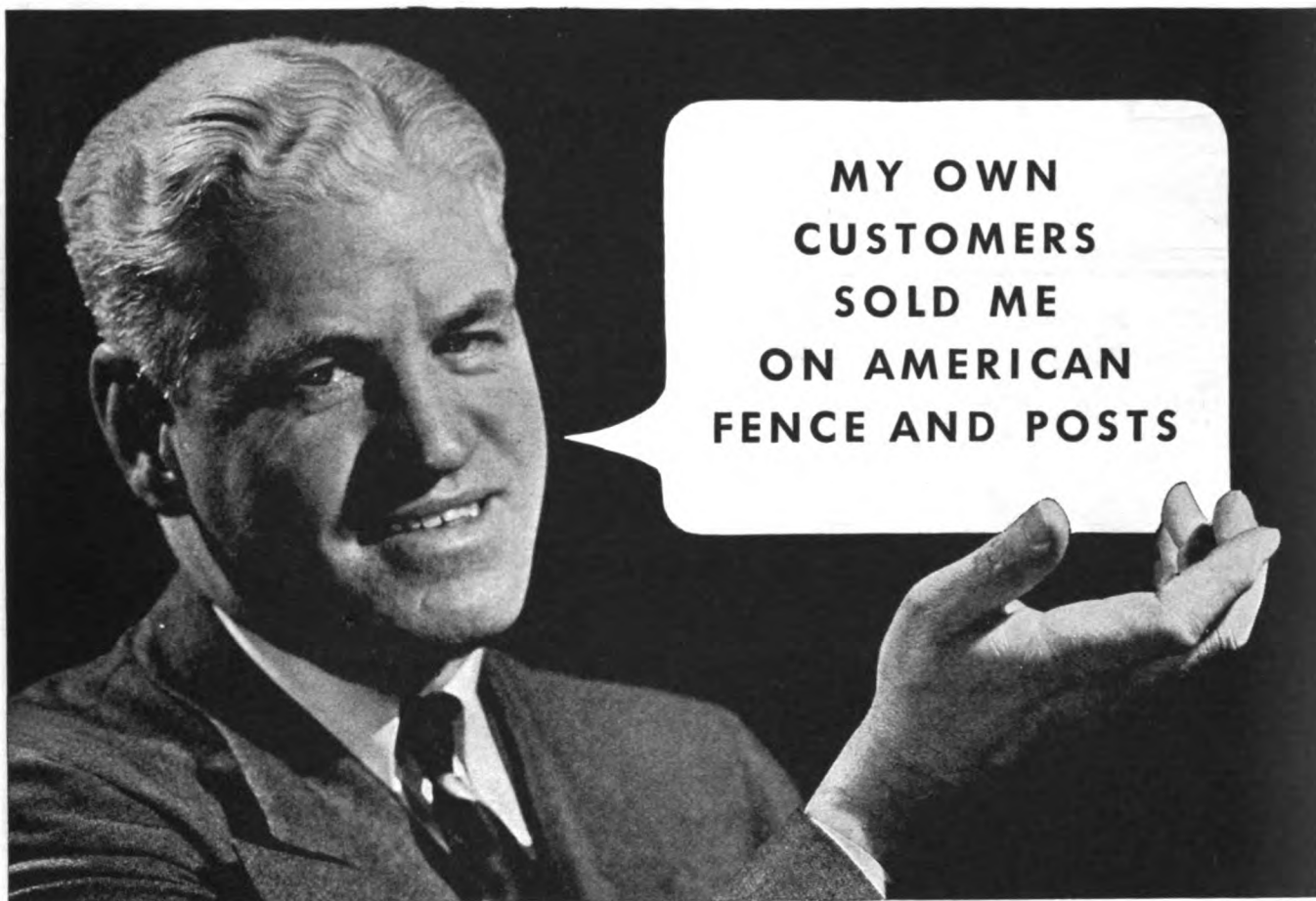
COLUMBIAN ROPE COMPANY

352-80 Genesee Street

AUBURN, "The Cordage City," N. Y.

**QUALITY**  
*Controlled*  
every step of the way

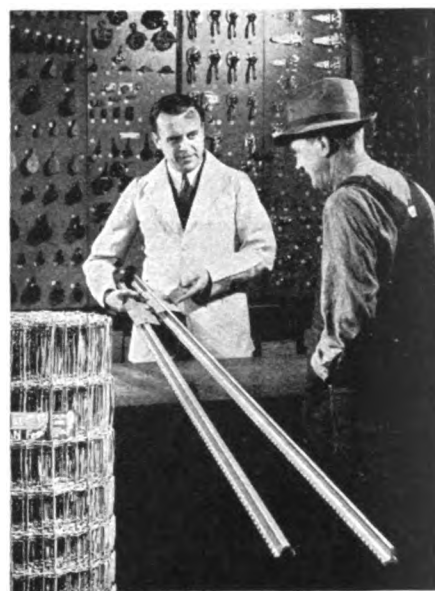
**COLUMBIAN** TAPE MARKED **ROPE**  
PURE MANILA



A DEALER told us not long ago that before he decided on which fence to stock he went out and asked a lot of farmers for their opinions on fence. He logically figured that if anybody knew how fence should stand up it would be those who actually used it.

"Well," this dealer said, "the good things those farmers voluntarily told me about American fence and posts didn't leave any doubt in my mind as to which fencing I should handle. That was some time ago and I am certain now that I chose wisely."

We are sure you will feel the same way about genuine American. It has every money-saving feature your farm trade wants. Every roll is guaranteed full weight, full gauge, full length. It is well advertised. American is America's largest seller—you can't stock better, more profitable fence and posts.



# AMERICAN FENCE AND POSTS

*AMERICA'S LARGEST SELLING FENCE*

American Steel & Wire Co., 208 S. La Salle St., Chicago  
Tennessee Coal, Iron & R. R. Co., Birmingham, Ala.



Columbia Steel Company, San Francisco, Cal.  
Export Distributors: United States Steel Products Co., N.Y.

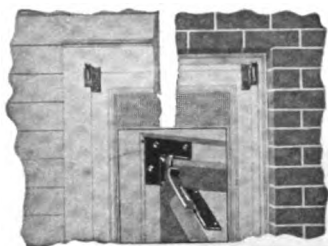
## UNITED STATES STEEL



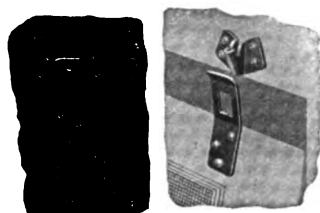


# IT'S FLY TIME!

## —HARDWARE DEALERS



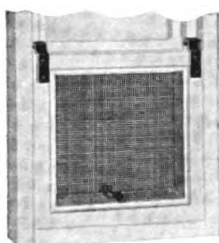
No. 78 Screen and Storm Sash Hanger



No. 79 Screen and Storm Sash Hanger



No. 80 Screen and Storm Sash Hanger



No. 81 Screen Hanger

ATTENTION now centers on screen equipment, which is one type of merchandise that requires very little persuasion to sell.

Prompt action is needed to combat the annual intrusion of flies, and hardware dealers should stock up early with

## National SCREEN HARDWARE

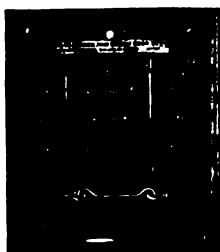
in order to cash in on the profitable business to be enjoyed with this seasonable hardware.

The completely illustrated National catalog carries full information about the many fine-quality screen hardware products, some of which are shown here. If you have not received a copy of this catalog, write for it now and order your stock of screen hardware before the buying rush is over.

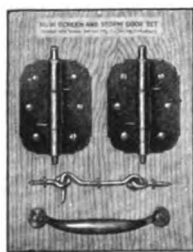
National Hardware is sold direct to the retail dealer—a policy that promotes quality, service and direct selling cooperation.

**NATIONAL MANUFACTURING CO.**  
STERLING, ILLINOIS

### SCREEN AND STORM DOOR SETS



No. 90



No. 91



No. 92



No. 93

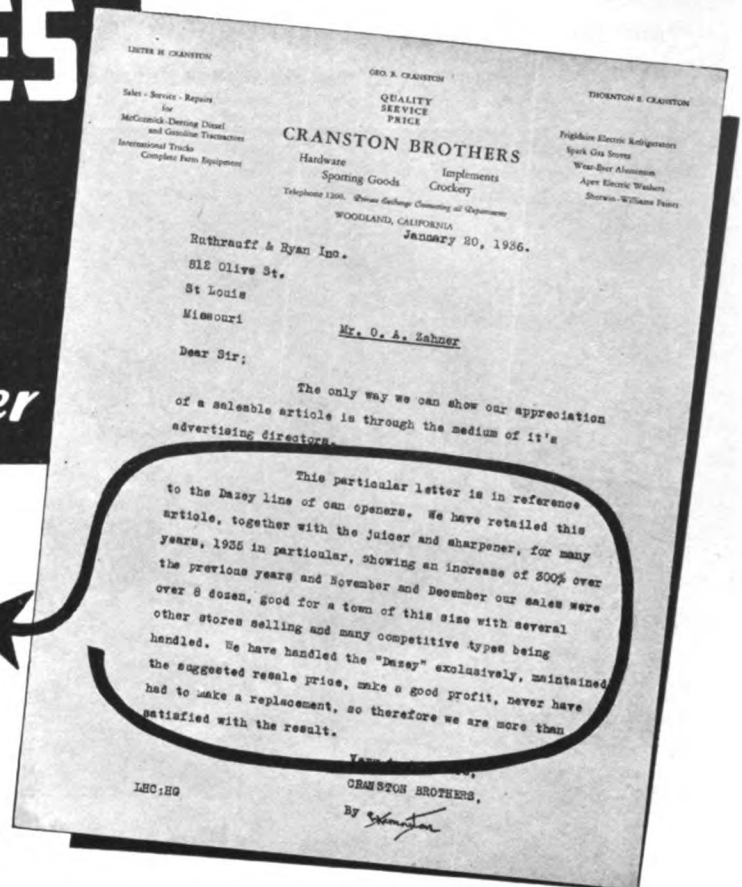


No. 94

# DAZEY SALES UP 300% IN 1935

*Says California Dealer*

"This particular letter is in reference to the Dazey line of can openers. We have retailed this article, together with the juicer and sharpener, for many years, 1935 in particular, showing an increase of 300% over previous years and November and December our sales were over 8 dozen."



## "MORE THAN SATISFIED" Says This and Many Another Dealer as Sales of DAZEY Devices Soar!

ONLY 5500 people in Woodland, California, yet Cranston Brothers alone sold 8 dozen DAZEY Devices during the last two months of 1935 in competition with other dealers and other products! No wonder Mr. Cranston writes, "We are more than satisfied with the result!" Nor is the record of Cranston Brothers unique. Dealers from all parts of the country have reported equally gratifying results—a truly sensational increase in DAZEY sales in 1935 with every indication of continued increases in 1936.

Sales are bound to continue growing if for no other reason than the one illustrated on the left. A woman buys a DAZEY DeLuxe Can Opener at \$1.69\*—a DAZEY Senior at \$1.39\* or a DAZEY Junior at 69c. She is shown the DAZEY-SPEEDO SUPER JUICER at \$1.75\* and the DAZEY SHARPIT at \$1.50\* will fit the same handy wall bracket. That bracket then serves as a constant reminder of other DAZEY products—a silent salesman always on the job. Why not start these effective salesmen working for you? Call your jobber's salesman TODAY. \*Minimum retail prices—Slightly higher west of Rockies.

## DAZEY CHURN MFG. CO.

4301 Warne Ave., Dept. C-11, St. Louis, Mo.

# NICHOLSON BLACK DIAMOND McCAFFREY



## 5 NEW TALKING POINTS THAT INCREASE VOLUME and CUSTOMER SATISFACTION

1. The NEW NICHOLSON, BLACK DIAMOND and McCAFFREY FILES have up to 3 times as many cutting edges per square inch.
2. Reserve cutting edges go to work as old ones wear down.
3. No skidding or side slipping from line of work—These NEW FILES cut straight and true.
4. These NEW FILES remove far more stock.
5. These NEW FILES save money because of increased durability.

At hardware wholesalers' and mill supply dealers'.

Nicholson File Co., Providence, R.I., U.S.A.

**A CLINCHING ARGUMENT:** Urge your customers to test the NEW NICHOLSON, BLACK DIAMOND, McCAFFREY FILES in their own plants or work shops. They will find that every selling point is a fact.

**NEW FILES Produced in  
NICHOLSON, BLACK DIAMOND,  
McCAFFREY BRANDS**

**A FILE FOR EVERY PURPOSE**



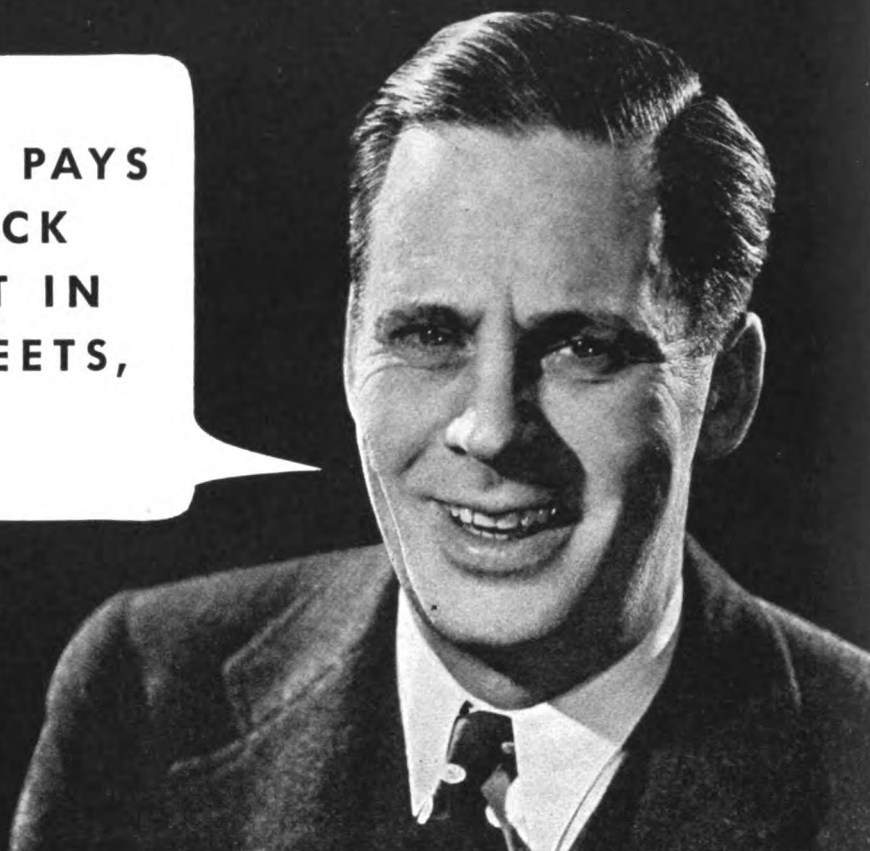


**L**IKE FENCE, the quality of roofing and siding sheets can't be judged on the floor of a store. Appearance doesn't mean a thing. Of two brands identical in appearance, one may last indefinitely—the other fizzle out in short order when the weather gets in its licks.

That's why it pays to stock the best sheets—American, Tennessee, or Columbia. These sheets are full gauge. They give the long life service that makes satisfied customers. Galvanizing is full weight, evenly coated.

All types—rust-resisting Copper Steel, galvanized, black . . . flat, corrugated, or V-crimped. Write today for prices and complete information.

... AND IT PAYS  
TO STOCK  
THE BEST IN  
STEEL SHEETS,  
TOO



## AMERICAN-TENNESSEE-COLUMBIA STEEL SHEETS

American Sheet and Tin Plate Co., Pittsburgh, Penn.

American Steel & Wire Company, Chicago, Ill.  
Columbia Steel Company, San Francisco, Cal.



Tennessee Coal, Iron & R. R. Co., Birmingham, Ala.  
Export Distributors: United States Steel Products Co., N.Y.

UNITED STATES STEEL

Make industrial piping last longer with . . .  
**TONCAN IRON PIPE**

Test installation proves the superior rust-resistance of . . .

16 months in vicious black sulphur water had no effect on

# TONCAN IRON PIPE ADVERTISING reaches practically every industry you serve . .

Your city is about to erect a new sewage disposal plant. A mine nearby is springing up in operations. New homes are springing up in a long-forgotten plan of lots. A new chemical plant is breaking ground across the tracks. • Every one of these enterprises calls for pipe—quantities of pipe—and Republic's advertising has been carrying the story of Toncan Iron Pipe month after month to executives and engineers in the city administration, the mine, the plant and every other potential pipe buyer you can name. Republic has been busy right through the lean years preparing the way for your salesmen to get business when the economic cycle changed. • Now is the time for you to take advantage of better business with a better product—a longer-lasting, alloy iron pipe that can justify every cent of its slightly higher cost on the basis of lower maintenance costs, greater safety and more continuous operation. • During 1936, many new distributors will be appointed. Write us.



## Republic Steel CORPORATION

GENERAL OFFICES . . . CLEVELAND, OHIO

When writing Republic Steel Corporation (or Steel & Tubes, Inc.) for further information, please address Department HA

# PITTSBURGH'S

# 8

# POINT PLAN

# FOR TURNOVER!

**TURNOVER** is one of the most important requirements for making a profit. What sort of backing do you have to help you turn your stock quickly? What's behind you when you hold a franchise to sell Pittsburgh Paint Products? Check the eight points listed here, and see how the Pittsburgh proposition is designed to help you make the greatest profit out of an agency:

**1 A COMPLETE LINE**—A paint, a varnish, an enamel, a brush for every painting need. *A complete service* to every type of customer. But duplication is avoided.

**2 ADVERTISING**—The most consistent advertising program in the industry. National radio, magazines, newspapers, direct mail. And a great selling idea in "One-Day Painting."

**3 TIME-PAYMENT PLAN**—America likes to buy out of income. Pittsburgh presents the first really simple, red-tapeless plan in the industry. The Pittsburgh Time-Payment Plan — "Paint Today, Months to Pay."

**4 AVAILABILITY**—A vast network of 73 completely stocked warehouses, located so they can serve almost any dealer in the country within 12 to 24 hours.

**5 MANUFACTURING FACILITIES**—Ten modern factories for making paint and brush products, located to service every part of the country quickly.

**6 RESEARCH**—In one of the largest paint laboratories in the country, chemists and engineers are *never through* with their job of improving Pittsburgh Paint Products.

**7 PROVED QUALITY**—Three great "proving grounds" — located in spots subjected to climatic extremes. There Pittsburgh Paint Products are field-tested before they are offered for sale.

**8 STABILITY**—Eighty years of continuous and successful paint manufacturing—eighty years of steady growth and progress.

*Paint* **PITTSBURGH** *Glass*  
PLATE GLASS COMPANY  
PAINT DIVISION, PITTSBURGH, PA.

Makers of Wallhide Paint • Sun-Proof Paint • Florhide  
Waterspar Enamel and Varnish • Gold Stripe Brushes  
Polished Plate Glass • Duplate Safety Glass • Mirrors  
Pennvernion Window Glass • Carrara Structural Glass

**LISTEN TO** *the Music You Love, superbly rendered by the PITTSBURGH SYMPHONY ORCHESTRA and distinguished guest artists, every Thursday at 8 P.M. Eastern Standard Time, over N.B.C. Blue Network and associated stations.*

MARCH 26, 1936

17



## ANOTHER ATTENTION-GETTER!

Peters' FILMKOTE advertising is just as new and different as this great .22 is new and different. The advertisement reproduced here appears in a long list of outdoor, farm and technical magazines. And it's stirring up interest—and FILMKOTE business for you.

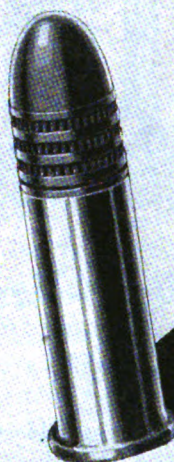
# FILMKOTE

(TRADE-MARK)

ORIGINATED BY PETERS

"IT COMES CLEAN"

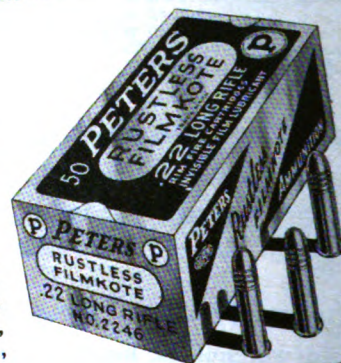
CLEANER HANDLING  
smoother functioning—more  
consistently accurate—than  
the older type of .22's.



RUSTLESS FILMKOTE  
rimfire cartridges provide a uniform barrel condition, thereby maintaining a constant "center of impact." By eliminating the residue variable, your groups "stay put" for an unlimited series of shots on a fixed sight setting. The machine rest proves this by giving smaller composites—of a larger number of 10 shot groups—than ever before. This has been

carefully checked in several ballistic laboratories.

FILMKOTE has a distinct advantage in indoor ranges by eliminating the haze created by the vaporization of volatile lubricants. FILMKOTE is recommended for indoor and outdoor rifle and pistol shooting with single-shot weapons, repeaters and automatics. PETERS CARTRIDGE DIVISION, Remington Arms Co., Inc., Dept. C-22, Bridgeport, Conn.



"SPEEDMASTER"  
(TRADE-MARK)  
Model 241 Autoloading  
Rifle, .22 Caliber.

# PETERS

DU PONT



# A New Zinc-Coating Process

## gives this Fence Powerful Sales Appeal

**B**ETHANIZED FENCE derives vastly increased resistance to weather from a remarkable new zinc-coating process known as Bethanizing.

A Bethanized coating is inherently far more resistant to the elements than coatings applied by any other processes. It also possesses properties that enable it to retain its full protective value through the bending and twisting encountered in weaving into fence — another point where it scores heavily over other coatings.

The characteristics of the Bethanized coating that bring a new era in fence protection are

greater weight, tighter bonding to the wire, higher ductility, greater uniformity, and higher purity. The effect of each of these properties on fence life is explained on the next page.

### **Sells at Regular Fence Prices**

There's no extra charge for Bethanized Fence in spite of its qualities placing it far ahead of any other fence. Its super-values are all sales helps to the dealer — the key to an increased volume of business built on a solid foundation.



**BETHANIZED FENCE**

# Why **BETHANIZING**

## sets new standards of weather resistance...

### TIGHT, DUCTILE COATING DOESN'T CRACK OR FLAKE

The tight bonding of the Bethanized coating to the wire, combined with its high ductility, enables the wire to go through the weaving operation without the slightest impairment of the protective coating. There's no cracking or powdering of the zinc at the wrap joints to let the weather in. The extreme test of bending the wire flat back on itself, as shown in the cut, shows how completely a part of the wire a Bethanized coating is. It permanently seals the wire against rust. The pure, ductile, tight coating is equally as flexible as the steel base.



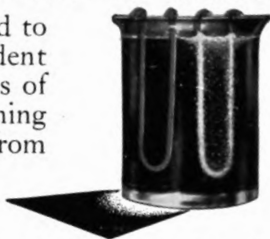
### NO THIN SPOTS IN THE COATING

Uniform thickness of coating is of great importance. If of uneven thickness the thin spots determine the life. Once the elements get through them the protection is broken down. There are no thin spots in a Bethanized coating. It comes far closer to being absolutely uniform in thickness than has been achieved by any other process. Bethanized Wire is guarded at all points by the same thick tube of zinc.



### THE PUREST ZINC EVER APPLIED TO WIRE

The lasting qualities of zinc when exposed to the weather are to a great extent dependent upon its purity. Most of the gradual loss of zinc occurs as a result of impurities opening the way to the attack of acids formed from sulphur gases — present in the atmosphere of even remote rural districts. Pure zinc is immune to these acids. The closer the zinc approaches absolute purity the longer it will last. Bethanizing applies to wire 99.99 per cent pure zinc — the purest ever manufactured commercially.



The immunity of the Bethanized coating to attack by sulphuric acid is shown by the test illustrated above. When two pieces of wire, one Bethanized and one made by any of the older processes, are immersed in a solution of sulphuric acid, a cloud of bubbles rises from the latter (at right in cut) as the acid attacks it. The Bethanized sample, on the other hand, remains free of bubbles, showing its high resistance to attack by acid.

★ All Bethanized Fence is woven from wire made of true copper-bearing steel, containing from 0.20 to 0.30 per cent copper. The different types of Bethanized Fence are mentioned at the right. Complete specifications are given in our fence catalog.

#### BETHANIZED FENCE

★ Bethanized Farm Fence is the same design as the Bethlehem (Cambria) Fences. It is of the standard type, proved cut-stay, hinge-tension, that enables it to stand after being knocked over by a blow.

Bethanized Farm Fence is a wide range of types and the various needs of users.

#### BETHANIZED CHICK FENCE

★ The superior protective Bethanized Wire is of special importance on chick fence with its light wires which, unless protected from the weather, are an easy target for the attacks of rust. Bethanized coating assures protection for even the lightest-gauge wire.

#### BETHANIZED STIFF-STAY FENCE

★ For fence users who prefer a stiff fence, Bethanized Stiff-Stay Fence features that appeal to prospect owners. Among these is the staple clamping the wires securely but admitting adjustment to uneven ground.

#### BETHANIZED LAWN FENCE

★ The lustre of the Bethanized coating is of special advantage in lawn fences where appearance is so important. Bethanized Lawn Fence is woven with the top of each picket tightly laced with adjoining pickets, forming what is known as the "braced-top" that keeps the fence erect and straight. It is made in either single arch or double-arch construction.

#### BETHLEHEM STEEL FENCE POSTS

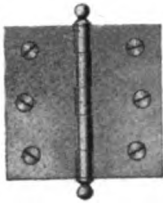
Bethlehem makes a line of steel fence posts that meet every farm requirement. The Omega-U Post with rugged strength that makes it practically unbendable. The Erecto Post — inexpensive, easy to set out, and with exceptional strength for its weight. The Punched and Self-Fastener Post, in angle and tee sections. End, Gate and Corner Posts, in either angle or tubular types.

## BETHLEHEM STEEL COMPANY

GENERAL OFFICES: BETHLEHEM, PA.



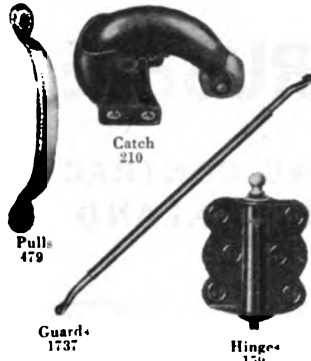
### CABINET HINGES



289

For cupboards, bookcases, and cabinets. Available in a wide variety of finishes to match any other hardware.

### SCREEN DOOR HARDWARE



Pull 479

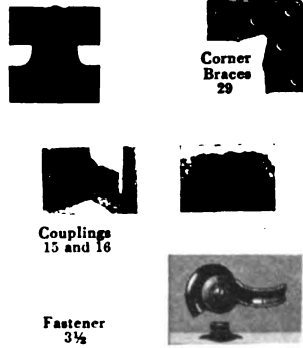
Catch 210

Guard 1737

Hinge 139

### SCREEN HARDWARE

Screen Hangers 1724

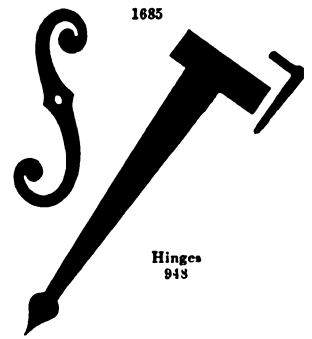


Corner Braces 29

Couplings 15 and 16

Fastener 3 1/2

### BLIND HARDWARE HOLD BACKS



1685

Hinges 943

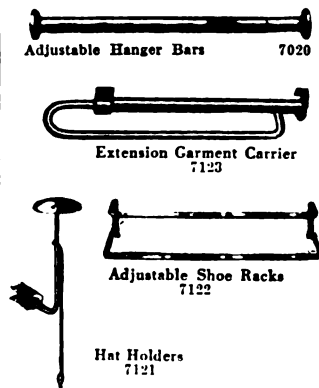
### ORNAMENTAL HINGES

1431



Designed for cabinets, cupboards, bookcases, china closets, medicine cabinets, etc.

### CLOSET HARDWARE



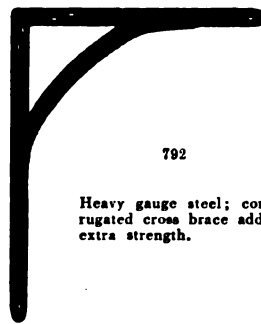
Adjustable Hanger Bars 7020

Extension Garment Carrier 7123

Adjustable Shoe Racks 7122

Hat Holders 7121

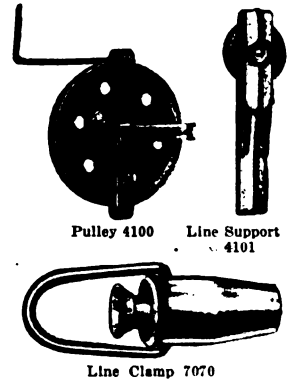
### SHELF BRACKETS



792

Heavy gauge steel; corrugated cross brace adds extra strength.

### CLOTHESLINE HARDWARE



Pulley 4100

Line Support 4101

Line Clamp 7070

### SURFACE BOLTS



367—wrought brass  
381—wrought steel

### BARREL BOLTS

8c1078



Japanned finish with brass plated bolt packed with wood screws.

## "LITTLE PLACES"

## IN THE HOME

## NEED *Carefree* SERVICE TOO!

A surprising number of profitable sales of Stanley Hardware are made for little places in the home where carefree service counts—fully as much as it counts in residence and garage door operation!

In popular magazines, people are reading about Stanley Hardware for *Carefree* service on these small jobs. The booklet "For Carefree Doors" covers them, too! Both will help to make your customers quality-minded when they buy hardware like that shown on this page. Is your stock of it complete?

### WRITE FOR BOOKLETS

To over two million people, Stanley is advertising "Carefree Doors" this year. Architects, contractors and prospective home builders are sure to be influenced by this quality drive in their favorite magazine.

The 32 page booklet "For Carefree Doors" ties your store directly to all this advertising. It shows and describes items like those in your stock. Write now for a supply of these booklets and let your store be known as headquarters for "Carefree Doors."

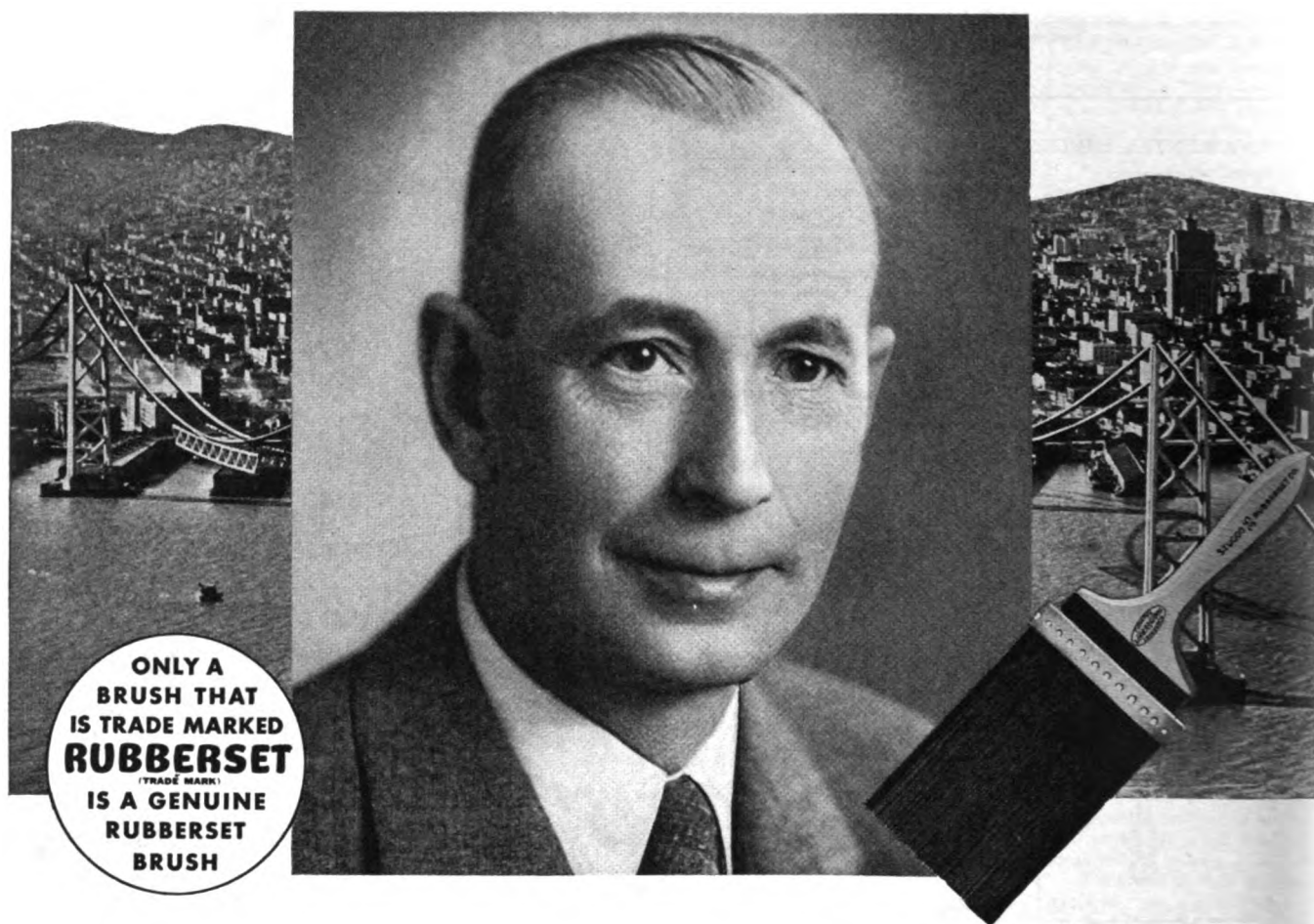
THE STANLEY WORKS, New Britain, Conn.



OR *Carefree* DOORS SELL STANLEY HARDWARE

# **"Now we know . . . RUBBERSET PAINT BRUSHES are best,"**

**SAYS H. B. WATSON, PAINTING CONTRACTOR FOR THE  
GIGANTIC SAN FRANCISCO-OAKLAND BAY BRIDGE**



ONLY A  
BRUSH THAT  
IS TRADE MARKED  
**RUBBERSET**  
(TRADE MARK)  
IS A GENUINE  
RUBBERSET  
BRUSH

"That RUBBERSET PAINT BRUSHES are doing one grand job on the Oakland Bay Bridge," continues Mr. Watson, "is no surprise to us. We checked practically every reputable paint brush in the field before we found that RUBBERSET—and RUBBERSET exclusively—met all our rigid requirements. Later events have proved that we picked the finest brushes money can buy."

The RUBBERSET Company deeply appreciates these words of praise. They are the tribute of a great painting institution to a great paint brush. Mr. H. B. Watson ordered RUBBERSET No. 35 rubber-bound stucco brushes for the 1936 painting on the longest bridge ever built.

RUBBERSET is the paint brush without a regret. Only the finest Chinese bristles go into RUBBERSET

BRUSHES. And these bristles are set everlastingly in *hard* rubber by the celebrated RubberSet Process, a process that never has been duplicated. The bristles are put in so they CAN'T come out.

There's a RUBBERSET PAINT BRUSH for every job, from 8-mile real bridges to 8-inch toy bridges. You name the job—RUBBERSET has the brush.

## **RUBBERSET COMPANY**

**PAINT BRUSH DIVISION — 56 FERRY STREET, NEWARK, N. J.**

ESTABLISHED 1873

**NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.**

## If you don't ask her, SOMEONE ELSE WILL

Tell her that with Edison MAZDA lamps at new low prices, she ought to fill every empty socket with the *right* size bulb and keep plenty of spares on hand.

Tell her the 100-watt size is just the thing for single-socket reading lamps, kitchen or laundry ceiling. If you don't ask her to buy, she can't say, "Yes!"  
General Electric Company, Nela Park, Cleveland, O.



**"I'M A 100-WATT MAZDA LAMP**  
Give me a play next month with  
your spring house cleaning items.  
At 20c each...5 for a dollar...I'm a  
real bargain in better light, and  
I can make real money for you!"

MAZDA  
100  
WATTS

**EDISON MAZDA LAMPS**  
**GENERAL  ELECTRIC**



# Dear Bill:

Your letter sounds like you "is regusted," as Amosnandy say. I know just how you feel because I was in the same boat before I changed lines.

I'll tell you in one word what you need, Bill -- and that's SAPOLIN. I haven't suggested before that you change over to Sapolin, but I'm doing that now! You know what a success the Sapolin line has been in my store.

Bill, those Sapolin people are the kind you and I like to do business with. What I mean is they give a dealer a sure enough square deal. They have a minimum stock arrangement that's a corker. Their prices are maintained and you're sure of a full profit - what I mean. No retail stores of their own competing with you. They take a personal interest in how you are doing with the line and work with you to put it over.

As for Sapolin Products -- well, paint doesn't come any better. Sapolin quality really means something, and it has since 1882. You make steady repeat customers with Sapolin. Sapolin house paint, wall finishes and varnishes are top notch in quality, and Sapolin Speed Enamel and all the Sapolin specialties are the best you can handle. They've a swell choice of colors - a clean, right, smart setup.

Tell you what, Bill, drop a line to the Sapolin Company, 229 East 42nd St., New York City, and tell them you want to talk things over. It won't obligate you and you will find Sapolin is just what you need to make you happy.

Say, when are you coming over to see my new store layout? Use it as an excuse for us to go fishing - we can do both. I know a new lake - it's a honey!

As ever,

A handwritten signature in cursive script that reads "Jack". The signature is written in dark ink and is positioned at the bottom right of the letter.

# HARDWARE AGE

*With Which is Combined*  
**GOOD HARDWARE**

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

*Sales Offices*  
239 WEST 39TH STREET

NEW YORK, N. Y.

Vol. 137

No. 7

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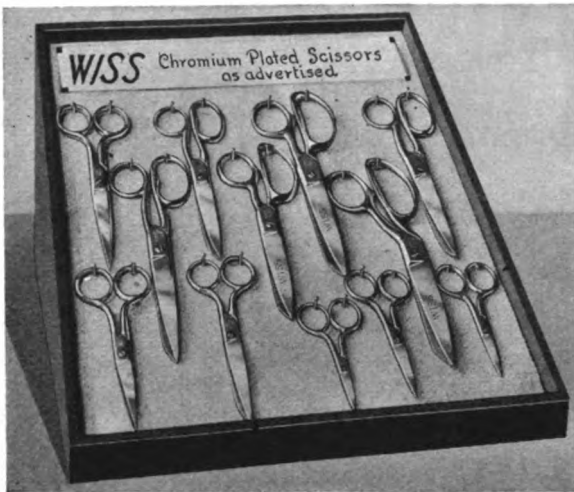
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**CHROMIUM-PLATED SCISSORS — NEW! DIFFERENT! PROFITABLE!**



## Questions & Answers for HARDWARE MERCHANTS

This Merchandising Unit  
FREE with initial order

**Q. What's new in scissors that will give me more business?**

**A. Wiss Chromium-Plated Scissors.**

**Note:** Chromium-plating is the newest development in the scissors business. It is rust-resisting, keeps scissors new and shiny indefinitely, and makes them remain sharp longer.

**Q. Why will Wiss Chromium-plated scissors give me more business?**

**A. *They are new and sound; hence interesting to the consumer. And they enable your sales people to sell the most economical cutting satisfaction ever offered to the public.***

**Note:** Wiss chromium-plated scissors will be introduced nationally in the April issues of Woman's Home Companion and Ladies' Home Journal, on sale about March 15th, to be followed by advertisements in Good Housekeeping, American Home, Pictorial Review and Better Homes and Gardens.

**Q. What shall I do to get this extra business?**

**A. Order now one of the display units—tie-up with our advertising with counter display and newspaper advertising.**

**Note:** Walnut counter display 11" x 12" x 6" (back) x 1½" (front) will be shipped with your initial order for one of the assortments.

**WRITE AT ONCE FOR PARTICULARS OF DISPLAY UNIT**

**SALES PROMOTION DEPT.**

**J. WISS & SONS CO. — NEWARK, N. J.**



# Just Among Ourselves

By CHARLES J. HEALE

*Editor, Hardware Age*

## Sales Policies—

More and more, distributors are thinking seriously about the sales policies of those who supply goods. A San Francisco department store uses a sticker on all orders, which reads as follows: "If it is found that the wholesaler or manufacturer of the merchandise covered by this order is selling at retail, this order is immediately canceled and the merchandise covered thereby is subject to return." Manufacturers' salesmen tell me that this store is very serious about this condition of sale and plans shortly to spread the idea to all other interested retailers.

## Rejected Sales—

A far-western wholesaler has solved the problem of saying "no" to industrial customers who try to buy guns, tires, bicycles, etc., at wholesale using the pressure of their industrial purchases as a leverage. He explains that such business belongs to a nearby retailer-customer of the house and that the firm's main function is to protect as well as supply dealers. The applicant is also told that

the wholesale firm cannot afford to handle accounts or transaction of retail sales and draws a related parallel which the applicant would understand in his own business. A complete record of all such rejected sales is maintained and copies furnished the wholesaler's salesmen twice a month. These lists are shown to dealers as evidence of the firm's policy and as stimulation for greater selling effort, particularly outside effort on major items, which usually dominate the lists. I saw a few of these lists and noted that the sales volume represented anywhere from \$1,500 to \$4,000 at retail. On occasions, with the permission of the prospect, the data is immediately furnished to the nearest retailer-customer of the jobber and often results in good sales on washers, guns, bicycles, refrigerators, etc. For the information of interested wholesalers and retailers, let it be said that the idea is not patented.

## Common Problem—

In fairness to wholesalers who do, at times, handle an odd retail sale at better than retail

price it must be realized that such business is not sought nor desired by any wholesaler. It is obviously costly business of a type not suited for the machinery of a wholesale house and only permitted under high pressure. Yet it is wrong and unfair. Carried to ultimate conclusion, everyone would somehow have an "in" to buy at wholesale and there would be no retail business which would mean elimination of retail outlets for the products made by the very firm whose employees ask for such consideration. Retailers face a related problem from nearby merchants in other lines who ask for some trade discount on goods purchased in hardware stores. When the butcher, baker and candlestick maker buy hardware, they do as consumers and should pay full retail price, just as the hardware man pays full price when he buys goods from his nearby retailers in other lines. Also the retailer of non-hardware lines buying for personal use, and not for resale, should not have wholesale prices and should be forced to buy from a retail hardware store and not from a wholesale house, even though on the books for other merchandise. In other words, goods for use represent consumer purchases and goods for resale only are subjected properly to any trade discount.

## Newlyweds—

W. S. McCune, well-known manufacturers' salesman in Los Angeles area, tells me that women purchase, the first few years of their married life, exactly three to four times as much hardware store goods as they buy thereafter. He bases this estimate on some careful study of the subject over a period of years and has ample justification for his findings. Therefore, it would pay every hardware merchant to give extra sales attention to every newly married couple, soliciting their hardware and related housewares business. Here and there,

hardware dealers send a note of good wishes to the new bride and groom, and invite them to visit the store to receive a gift, usually an inexpensive yet useful item, such as a bathroom mat, door rug, or some item needed in every kitchen. This brings them into the store and exposes them to the display of the many items needed for keeping a happy home.

### Interior Displays—

Too often the hardware store with splendid windows and efficient interior display fixtures does not offer sufficiently frequent changes in merchandise arrangement. Even with good steady store traffic, the store that remains static loses much of its ability to create extra business. The Rompage Hardware Co., Hollywood, Calif., changes its complete arrangement once or twice a month, sometimes more frequently, and finds that the effort and trouble is well worth while. Proprietor Paul Rompage was telling me how many women remark favorably upon the changes he makes and that it forces them to look around more than if goods were always in the same location. As he was explaining this idea, a woman came in for curtain rods, needing a few more than she obtained a few days previous. She went to the table where they were the previous week, but found instead some very attractive colored glassware and pottery. Forgetting for the moment the curtain rods, she began examining the pottery and decided that two or three pieces were just what she required to brighten up a part of her home. Result, a sale of nearly \$3, in addition to the curtain rods, and the comment, "my goodness, this store is so changed every time I come in and so interesting I always buy something more than I come in to obtain. A hardware store is an interesting place anyway, but if it were not for the changes I would never see half of the goods you really have and you do have some splendid things I really want to buy." Mr. Rompage was naturally delighted to have this eloquent approval of

his ideas on this subject and so was I. A store where the arrangement of goods is changed frequently becomes a place of business that invites casual shoppers and helps build and maintain the store traffic sorely needed by every retail business.

### Chain Store Laws—

Watching the progress of the proposed Patman-Robinson anti-chain store bill and the experiences of state retail groups sponsoring chain store laws, one is impressed with the potency of the chain store industry in regard to lobby activities. It is clear that the chain store industry fears both investigation and legislation and does not want to stand the scrutiny which may develop further if continued legislative activity is forced by non-chain groups. From the standpoint of public opinion the wage angle has never been properly developed nor publicized. Here is a fine field for anti-chain activity. If chain store wages were more widely known and more openly attacked by organized labor groups some good might develop.

### Bernstein's—

Bernstein's Fish Grottos, in San Francisco and Los Angeles, offer all merchants a real inspiration. Specializing in the best and most varied of west coast sea food, these two dining places have character that is distinctive. Both are constructed along nautical lines. Their store fronts are as the prow of a ship; their dining booths like ships' cabins; their stairways like gangways, their windows as portholes and even the sidewalk in front is planked like the deck of a ship. In other words these restaurants are complete in their ship treatment. Too often such efforts are only partially completed due to laziness or indifference. But these places are unusual, largely because the illusion of being aboard ship is so complete. There is, of course, the novel touch which attracts but the people who run these places are smart enough to make their prices fair, their assortment varied and their service efficient. So we find the novel idea

bringing new customers and the treatment inside encouraging repeat visits. In that simple formula is the moral or lesson for all merchants. Have character, not necessarily a novel touch, and keep the customers coming back for more because they get their money's worth and find the service worthy of the selling appeal.

### Re: Legislation—

Many organized groups within our hardware industry spend generous effort and time seeking legislative relief against unfair competitive situations. Personally, I have never had much faith in legislation as an aid, cure or help, being always somewhat skeptical of the honest intent and/or understanding or sympathy of legislators. In this connection, an item in *Life* reads as follows: "A recent bill introduced by Senator Borah reads, 'A bill to further extend the operation of the act entitled,' 'An act to further extend the operation of the act entitled,' 'An act to further extend the operations of the act entitled,' 'An act for the temporary relief of water users on irrigation projects constructed and operated under the reclamation laws'!" Surely, the clarity or lack of it, suggests to us common citizens how much help to expect from legislative efforts.

### Price Cutters—

Did you ever hear of a prayer or an ode to a price cutter, a predatory animal that seems to exist today in every field of business? I had not until I visited a certain southern wholesaler, who had an interesting letter from a rubber goods manufacturer to which was attached, under the heading of "A Father's Advice to His Son," the following: "My son, never speak unkindly of price-cutters. Never knock them. Because God made them the same as He made fleas, lice, bugs, wasps, snakes, skunks, and other unpleasant things. In His inscrutable wisdom He made them. Why He made them only He knows. Some day He may enlighten us, but up to now I'll be d——d if I understand why."

# Hardware Facts

By ROBERT PILGRIM

Copyright, 1936, by Hardware Age



A 300-YEAR-OLD ALL-WOODEN CLOCK IN BRIOUDE, FRANCE, IS STILL KEEPING GOOD TIME! THE CLOCK, CARVED FROM SEASONED OAK WITH A KNIFE IN 1640, HAS NO METAL PARTS WHATSOEVER, AND THE HANDSOMELY CARVED DIAL HAS ONLY THE **HOURLY HAND**.

A GUN USING  $\frac{1}{4}$  LBS. OF SHOT, FIRED BY 2 LBS. OF POWDER, WAS CONFISCATED BY ATLANTIC COAST GAME WARDENS. THE ORIGINAL USERS OF THE HUGE GUN EMPLOYED IT FOR KILLING DUCKS FOR MARKET.



**ALUMINUM** WALLPAPER IS BEING DEVELOPED IN ENGLAND. TESTS HAVE SHOWN THAT ROOMS PAPERED WITH ALUMINUM FOIL ARE FIREPROOF, AND CONSERVE AND RADIATE HEAT TO A GREAT DEGREE. IT IS BELIEVED THAT THE METAL WALLPAPER, WHEN PERFECTED, WILL MAKE FURNACE FIRES UNNECESSARY, SINCE AN ELECTRIC LAMP WILL FURNISH ALL THE HEAT REQUIRED!

**JEW'S-HARP TUNER** IS AN IMPORTANT POSITION IN A BIRMINGHAM (ENGLAND) FACTORY, WHERE THE INSTRUMENT IS MADE. IT TAKES SEVERAL YEARS OF TRAINING TO MAKE A GOOD JEW'S-HARP TUNER.







Jones Hardware Co., Lima, Ohio

# *Selling the Thing*

*Concentration of buying permits Jones Hardware of Lima, Ohio, to give time and energy to selling job . . . .*



PAUL B. SWEGER

**W**ITH more than fifty per cent of its total purchases placed with one wholesaler the Jones Hardware Co., Lima, Ohio, is an active, modern, retail selling organization. Concentration of its buying permits sufficient time, energy and thinking to be directed toward the firm's selling job, where the money is made. Vice-president Paul Sweger is sales-minded. As

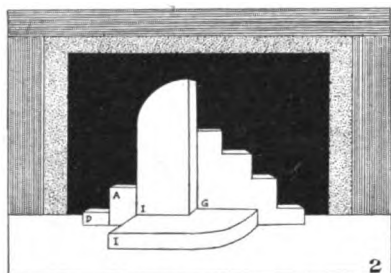
the active manager of the business, he directs his talents toward increasing store traffic, increasing the average sale per customer and studying competitive situations. Were he buying from every Tom, Dick and Harry he would have neither the time nor the strength to devote his energies to the vital selling job he has been doing in recent years. Nor would he be in position to demand and obtain

the home. In the store basement, where housewares are featured, the actual set-up was duplicated. The price included everything but the tablecloth and candles. It was of attractive patterns and was offered at \$1 down and 50 cents per week. The first two weeks, 25 sets were sold and only 10 persons were turned down for unsatisfactory credit arrangements. Of the 25 there were twelve sets sold to young married couples or couples about to be married. Since that time more than half of these newlyweds have become regular Jones Hardware customers for other goods. Coming back to the store every week for nearly a year brought these women in constant

(Continued on page 74)



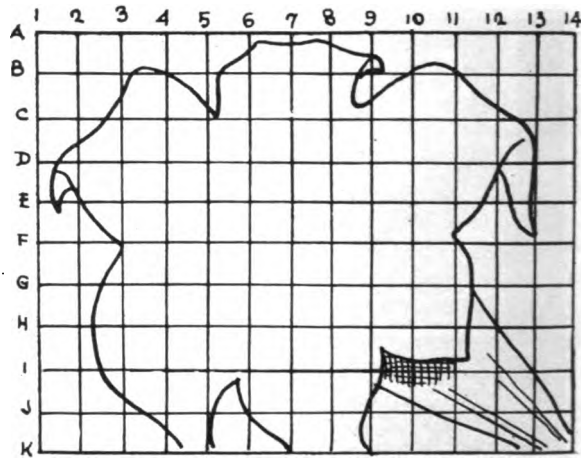
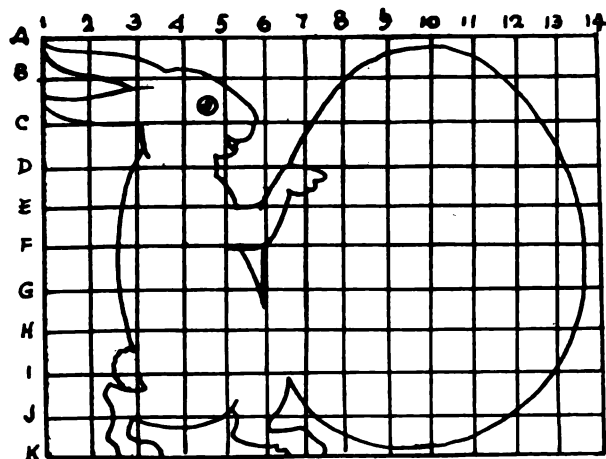




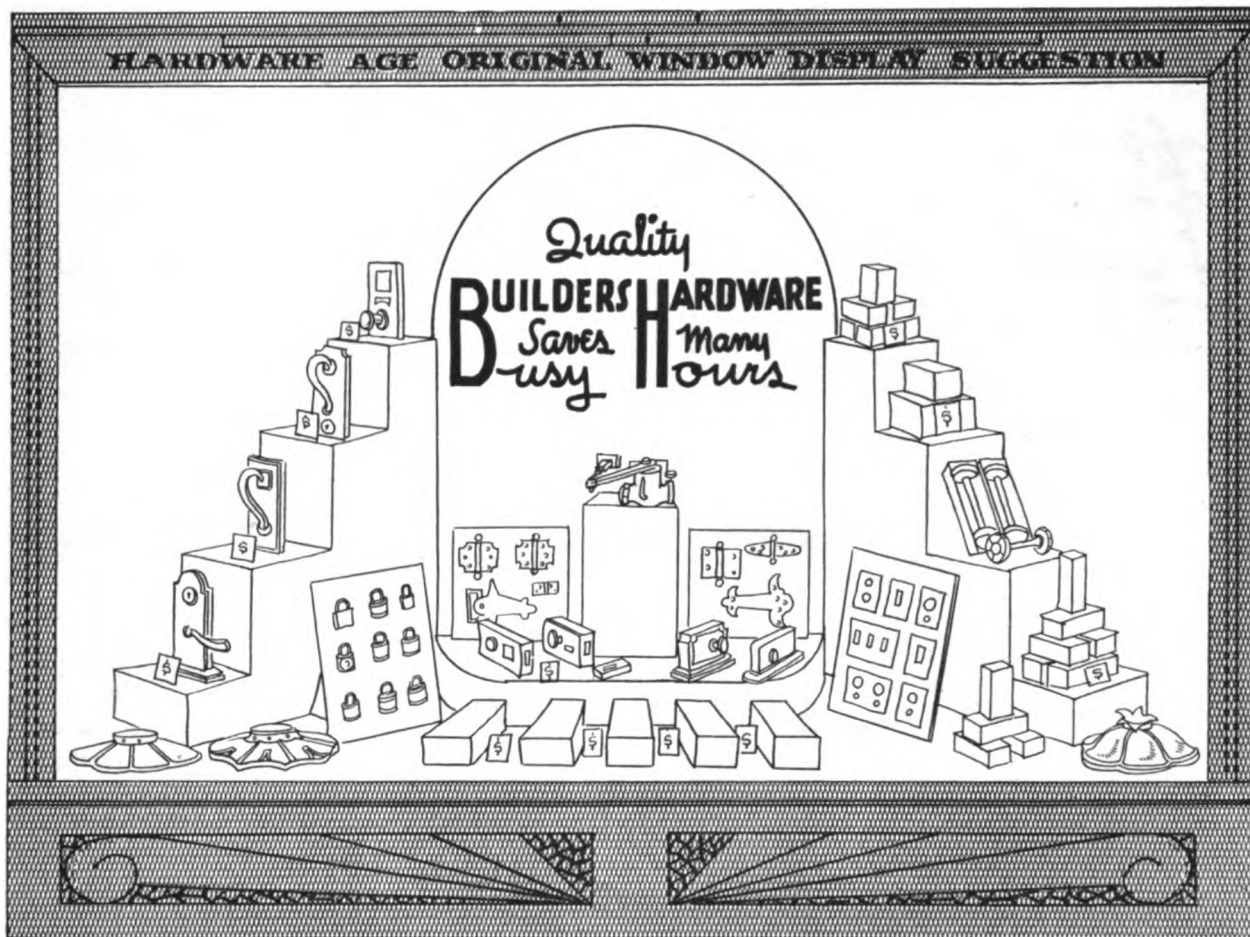
## Ideas for Window

**T**HESE window suggestions are self explanatory. They will, when installed, also explain why good ideas help sell merchandise. The small illustrations show the set-up of the fix-

tures—HARDWARE AGE interchangeable—the large ones show them arranged with merchandise. You can reproduce the background posters easily if you use the charts—and they will surprise you with



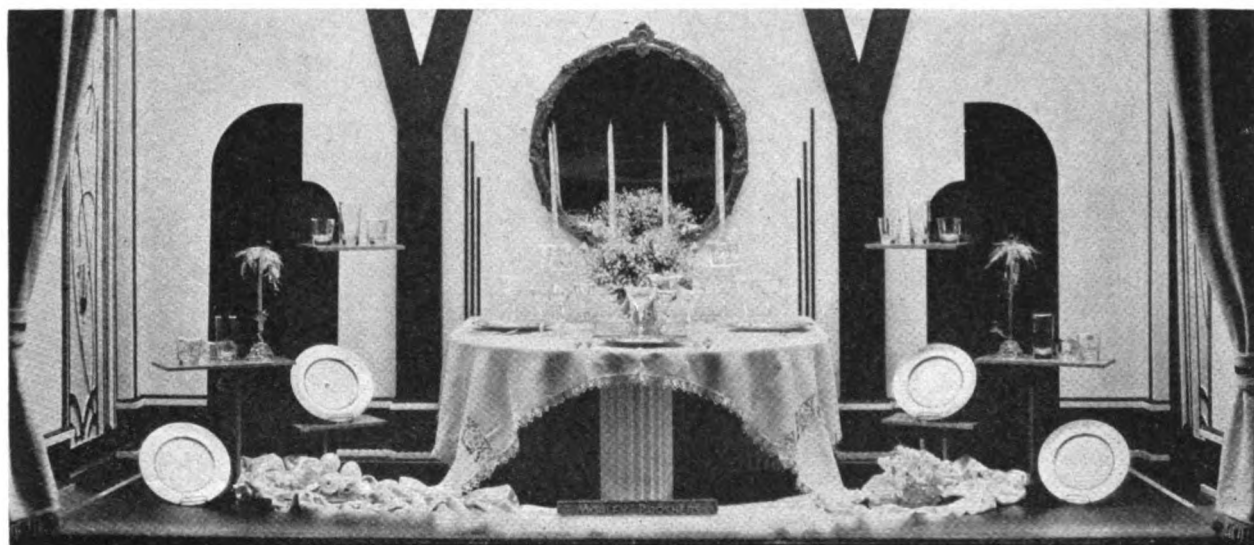
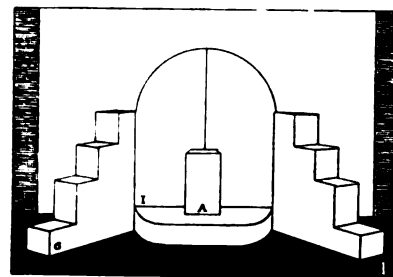




# Displays — Try 'Em

their good looks. The photo comes from Morley Bros., Saginaw,

Michigan, where T. Jimmy Poitras is the competent window trimmer.



# Light for the Interior of the Modern Hardware Store

By ROBERT W. MORRIS\*

**F**OR hardware store interiors, good lighting obviously is desirable to facilitate seeing; yet other aspects, such as making the interior attractive to create an atmosphere which will

stimulate sales, make good lighting particularly valuable to the store owner. In lighting, the storekeeper has a versatile and flexible medium for advertising and decoration. Briefly, light attracts pros-



*A good example of effective general illumination supplied by attractive direct lighting units of the pendant type. The light-toned walls help to reflect light from the units down to the open table displays.*

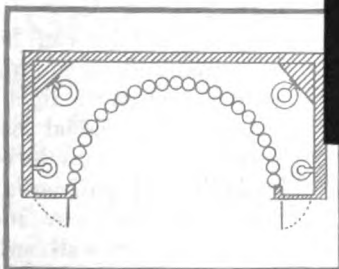


*Supplementary lighting units concealed behind the overhanging ledge, extending along the top of the racks.*

pective customers, which makes its use a factor of importance in meeting competition.

Let us consider the essential characteristics of any good store lighting system.

First of all, a good store lighting system should supply adequate light. While a very few



*Center: A luminous niche for displaying a featured article. The background is made of frosted translucent cane glass lighted from behind. The construction is shown in the accompanying sketch.*

*Light tones predominate in the finish of ceiling, walls, and woodwork. Supplementary lighting in the display cabinets help improve visibility and attractiveness of the merchandise.*

footcandles suffice to enable customers to find their way about the store, illumination levels of the order of fifteen footcandles are about the minimum for quick and easy seeing. Higher levels help to create an atmosphere of cheerfulness and brightness, and to make merchandise look attractive.

Freedom from glare is of prime importance, and it is this characteristic which many otherwise satisfactory lighting installations lack. Glare is light that shines directly in the eyes. It is always unpleasant and may even be

\* General Electric Co., Nela Park Engineering Dept., Cleveland, Ohio.





merchandise they are trying to examine will realize the advantage of eliminating shadows. A rough rule of thumb that will insure even distribution is that lighting units should be spaced no farther apart than their mounting height above the floor. Good diffusion of the light, obtained by indirect lighting or by using good diffusing glassware on direct units, also helps greatly to soften shadows and thus make them less objectionable.

Direct lighting, which may be provided in several ways, is always the most efficient type of lighting, and often the most inexpensive to install. This system of lighting derives its name from the fact that most of the light is transmitted directly from the source to the area where it is needed. Direct lighting units are sometimes glaring. This is so whenever the surface brightness of the unit is too high, a condition brought about when the luminaire is too small for the lamp used. This must be borne in mind when units are selected for a new installation and also when the wattage of an old installation is being increased. For a given lamp size, the larger the luminaire, the lower its surface brightness will be, and consequently the less glaring it will be.

### Indirect Light

Indirect units throw light upward so that the ceiling is illuminated and becomes, in effect, the light source. Therefore, since the light is spread over a considerable area, the surface brightness of the light source is relatively low. Indirect luminaires are often classified as totally indirect or semi-indirect, depending on whether all the light or simply part of it is directed upward. These systems of lighting give maximum diffusion of the light and the result is a soft illumination of excellent quality. Indirect lighting in modern stores is not always achieved by the pendant ceiling unit system. Built-in recesses and niches may be used to conceal indirect lighting units for general illumination or for some particular display. The indirect light box which is mounted on counters

or island display tables so that its open top is slightly above eye level is used to flood the ceiling with light. While light boxes are not to be recommended as the only system of illumination for the hardware store, they are useful for building up the illumination provided by an inadequate lighting system.

No matter how much is said about lighting equipments, no discussion of lighting can be complete without some mention of the importance of ceilings and walls in contributing to satisfactory results. Light that is reflected from ceilings and walls helps to build up the level of illumination in the store; light that is absorbed is lost. Ceilings should be flat white, or, if the decorative scheme calls for some color, of very light tints. Walls should be somewhat darker in tone since they are more directly in the normal line of vision and therefore should not be uncomfortably bright, but still their tone should be definitely light. Light walls are particularly important in the small store because the smaller the store, the greater the proportion of the total amount of light that falls on them. Where most of the wall space is covered with wall cases or shelves, these should be finished in light rather than dark tones if maximum benefit from lighting is to be derived. Many merchants could materially raise the level of illumination in their stores simply by refinishing the walls and ceilings in light tones and then seeing to it that they were kept clean. Proper treatment of the ceiling and walls is especially important if indirect lighting is used, for the efficiency of any indirect system depends largely upon the reflection factors of the ceiling and walls.

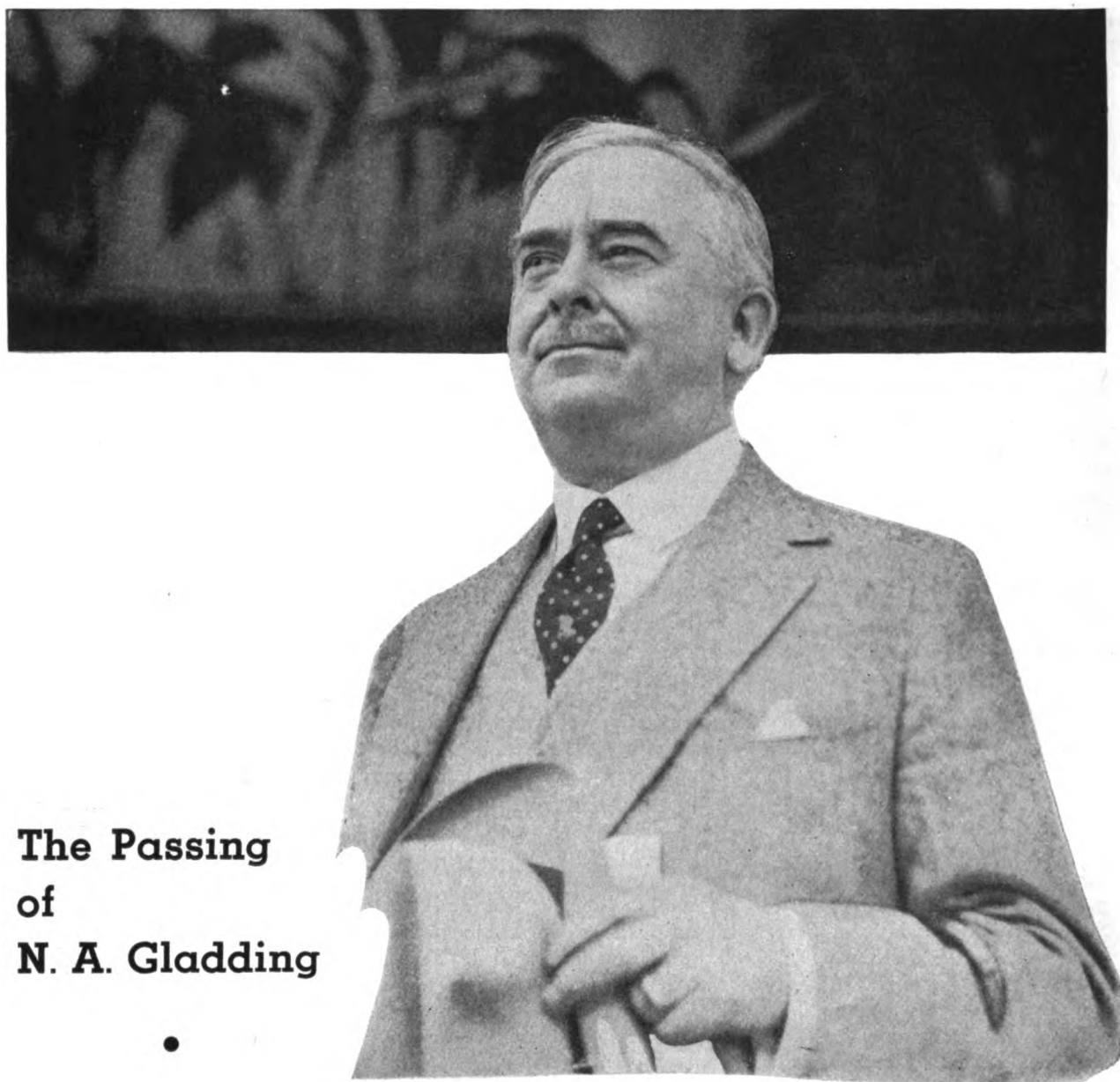
### Flexibility

In recognition of the fact that the lighting requirements of many merchants vary considerably from hour to hour, or perhaps from day to day as the volume of trade fluctuates, lighting engineers have developed a lamp designed to provide the general lighting system with a high degree of flexibility. This lamp, known as the Three-

Lite lamp, has two filaments of different wattages which may be burned separately or together, thus making available three wattages. When lighting units are equipped with these lamps it is possible to use a relatively low level of illumination when trade is slack to indicate that the store is open for business, and yet have much higher levels available at the touch of a switch for hours when trade is brisk. Thus, whether the illumination is low or high, the distribution of light remains even. As an example of how the Three-Lite lamp can increase the flexibility of a lighting system, let us suppose that a hardware dealer uses regular 200 - watt Mazda lamps in his lighting units. If he turns off alternate units when business is slack the lighting will be spotty. However, suppose he replaces the 200-watt lamps with 100 - 200 - 300 - watt Three-Lite lamps. Then when he burns the 100-watt filaments he uses the same wattage that he used originally when half the units were off, but the distribution of light remains even. For normal periods he can burn the 200-watt filaments and use the same wattage he had with all the regular 200-watt lamps; and for busy periods he can burn both filaments and avail himself of 50 per cent more light than he had with his original installation. Three-Lite lamps may be controlled by individual pull-cords hanging from each unit, or more conveniently by a wall switch if a third wire is run to each outlet. Because the new lamps are comparable in shape and size to regular lamps of corresponding wattage, their use in present conventional fixtures requires only minor changes.

With an adequate system of general lighting, all the merchandise displayed should be plainly visible. However, merchandise that is plainly visible is not necessarily attention-compelling. It can be made so by being lighted to a level several times that of the level prevailing throughout the store. This is done by means of supplementary lighting equipments of various kinds, usually

*(Continued on page 75)*



## The Passing of N. A. Gladding

Albuquerque, N. M.,  
March 9, 1936.

**A** TELEGRAM at the station hotel brings this saddening message: "Gus Gladding Died Suddenly." It cannot be true. I can hardly realize that this good friend is gone. Less than a week ago I shook his hand in a San Francisco hotel lobby and made an April dinner date to be observed in New York. He even picked the place and told me what he would eat. He was so well, so happy, his usual generous self—just a week ago. At

this time I know no details of his passing, but know that I, in common with a legion of hardware men, have lost a true friend whom all of us loved. Across my shocked mind flash memories of a hundred pleasant contacts with Gus Gladding, in a hundred different places. It seems that I've met him everywhere. And now he is gone. I think of the many happy visits I have made to his room at many conventions, where he and his life-long comrade, Col. Houston Dudley, acted jointly as hosts—those little visits were an institution enjoyed for nearly

twenty years—and I rebel at the thought of having to give them up. Many times I have taken his picture on the Atlantic City boardwalk and at other convention places. Among these informal snapshots are true glimpses of this unusual friend expressing his radiant, loving personality as no studio portrait could ever hope to catch it. Such a picture will be used here. It will show Gus Gladding as hardware men knew him and will wish to remember him—a happy, laughing man and a true friend.

CHARLES J. HEALE.

*Our news pages present an outline of Mr. Gladding's business career and on the pages following Saunders Norvell pays tribute to Gus Gladding, the friend he has known for more than fifty years.*

# GUS GLADDING

By SAUNDERS NORVELL

*"And in the years he reigned; through  
all the country wide,  
There was no cause for weeping, save  
when the good man died."*

*Beranger—Le Roi Yvetot.*

I HAVE just received a telegram from Mr. H. C. Atkins, president of E. C. Atkins & Co., saw manufacturers of Indianapolis, Ind., telling me that Mr. N. A. Gladding, their vice-president in charge of sales, suddenly passed away from a heart attack, Sunday night, March 8, in Portland, Ore. In the passing of Nelson Augustus Gladding, the hardware trade of this country has suffered an irreparable loss. It has been said that every man's place can be filled. I don't believe this to be true. I know it is true that no matter who dies, the world goes on, but the places of unusual men who die are not filled. The world goes on, but it is not the same.

Gus Gladding and the writer were close personal friends for many years. We first met when we were both traveling salesmen. Since then we traveled together in almost every part of the United States, and even in foreign countries. At the time of the great earthquake and fire in San Francisco, I had a room in a small hotel at Oakland, just across the bay from San Francisco. The city was still burning. There were occasional tremors. Refugees were leaving the city dragging their belongings after them. Many people whose homes had been

destroyed were camping in the parks. Gus turned up in my room at Oakland. Rooms were scarce, and every bed was occupied. I shall never forget with what alacrity he accepted my invitation to bunk with me, and how his face lit up when he spied the bathroom with an ample supply of bath towels. "Well," he said, "as your guest, the first thing I will do will be to take a bath."

Another time I was walking along the Plaza in Havana when I heard my name called. There was Gus. We discovered we were both stopping at the Hotel Angleterra. Havana at that time was in charge of General Wood. The Spanish-American war was just over. Gus and I had a fine time studying old Spanish customs. What wonderful company he was! What a gift he had for story telling!

## Mardi Gras

Then time passed, and it happened that I was in New Orleans at Mardi Gras time. I was on my way to Central America. Gus was there too. This time he had a suite de luxe at the hotel, and I was the outsider. So I was given a cot in his room. What a wonderful week we spent celebrating Mardi Gras. Gus seemed to know everybody in New Orleans. Every door was open to him. We had wonderful dinners at Antoine's. Breakfast in the French market, cooling off after breakfast in the nearby cathedral. What a host

of memories! It was in New Orleans that an aunt of mine on Prytannia Street first taught me how to eat an artichoke. New Orleans is one of the most romantic cities in this country, and notwithstanding the building of skyscrapers, it still has its old quarters, with the grilled iron fronts, and the squares full of tropical plants, that remind one of Lafayette Hearn, Dr. Sevier, Cabell, and a host of others. Pardon my reviewing these memories. But they are all permeated with the friendship and cheerfulness of Gus Gladding. He was a perfect host and a perfect guest. Everywhere he went there were bright eyes and smiles. At conventions he was welcomed by everybody and no party was complete without him. He was a member and at one time president of "The Old Guard," that veteran corps of salesmen traveling in the South. The ranks of this organization have contained many great sales managers, many men beloved in every part of the South. But of all these men, Gus Gladding stood out as the greatest sales manager of all, the most beloved, with the greatest number of friends.

Gus Gladding was an unusual man. I don't believe there is a man in the hardware industry who had a greater number of friends among hardware manufacturers, jobbers and retailers. For forty years he was a sales manager in the saddle. Of course, Indianapolis was his home, and he had



his headquarters in the factory there. But I am sure there has never been a sales manager in the hardware business who traveled as many miles as Gus Gladding. He was well known in San Francisco, New Orleans, Los Angeles, St. Louis, Chicago, New York and in practically every part of the United States. And the curious thing about him was that his acquaintance was among all kinds and classes of people. He not only knew the presidents of all the corporations he visited, but he knew the buyers, the sales managers, the salesmen, the stock clerks and even the office boys. Whenever he visited a hardware house it was like having one of the family drop in.

Another curious thing about Gus that comes to me as I sit here in my office in a tall building in New York, is the fact that with all these friends, knowing all these people of every degree, high and low, in the hardware business, I don't remember his ever having anything to say of a disagreeable or unkind nature about anyone. Even in discussing his competitors he was fair and just. He grasped their point of view, and always had something pleasant to say about them.

Another thing occurs to me, and that is that in all these years of traveling, in all these human contacts, in all of the parties he attended where naturally in some cases there was a little too much enthusiasm, I never knew him to do or say a tactless thing. I have seen him placed in situations by the foolishness of others that might have been unpleasant, but Gus with his rare kindness and the charm of his perfect manners always saved the situation. I have heard him make many addresses at conventions, at large dinners, at small parties, and all of these addresses were in good taste, fitting to the occasion. Men who sit at their desks, who seldom travel, who are not brought into contact with all kinds and conditions of men, hardly realize the great danger there is at some time or in some place, of making a slip, of saying the wrong word, telling the wrong story, unwittingly hurting someone's feelings.

The sales manager who travels is always exposed to slips of this kind. Therefore, when one can say truthfully, as I can after knowing Gus Gladding all these years, that I never knew him to say or do a tactless thing, it is saying something that marks a man of unusual character. It is so easy to carelessly wound others, that the art of being pleasant, friendly and agreeable on all occasions is hardly appreciated.

### Led a Strenuous Life

Gus Gladding led a hard life. No one except those who travel constantly will realize just how hard his life was. He was a home loving man. He was devoted to his wife and children. His home was a happy one. No one enjoyed the delights of happy domestic life more than he. But for forty years, in the interest of his business, because he was the best man to do the job, he constantly traveled all over this wide country of ours. He was in charge of sales. It was his duty to handle the salesmen of the house, to hold old customers, and to gain new ones. On account of changes in the lumber trade at times his duties were difficult and one might say almost thankless. But no one ever heard him complain. Many times I have sat with him in his hotel room when he was going through the very heavy mail that always followed him. I watched him work. He was careful and systematic. I have seen him sending telegrams to all parts of the country, dictating letters to customers and salesmen everywhere. Literally, his office was in his hotel room.

As I review his life, as I think of these things, as I desire to write about the man just as I knew him,

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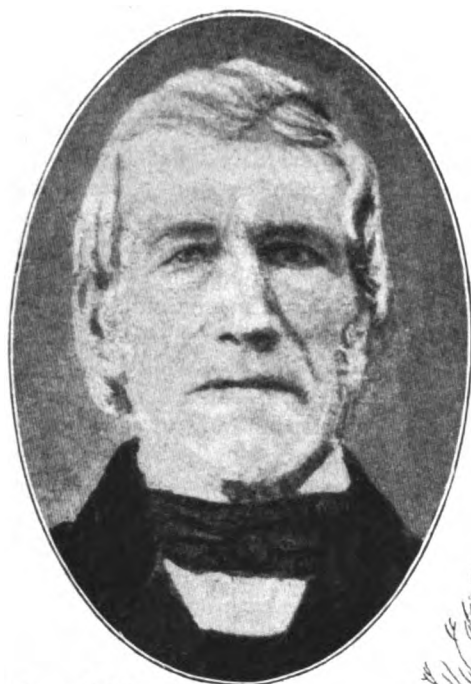
*Full particulars of Mr.  
Gladding's passing will  
be found on page 48 of  
this issue*

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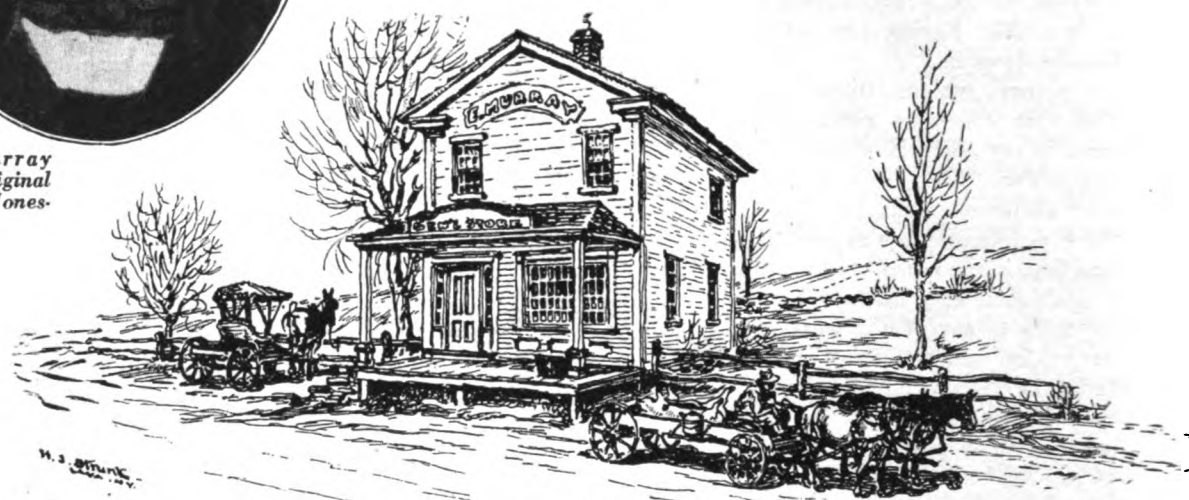
first of all I am impressed with his absolute loyalty to the house he represented. It may seem a small matter for me to touch upon, but in these days when one often is compelled to listen to the disloyal complaints of officials and salesmen of different organizations, it makes one who is loyal stand out from the crowd. Another thing that I would stress in summing up his character, is his devotion to his friends. With him friendship might almost be called a religion. I know of cases where he has stood by his friends when he had to make great sacrifices to do so. I know of cases where he has stood by old salesmen and employees when the patience of any other man would have been completely worn out. Another of his many virtues was the fact that when he told you anything you could always depend upon his accuracy. While he was a great story teller and enjoyed the dramatics of story telling, when it came to a business proposition I never knew a man who was more exact and precise in stating the proposition. He never took chances with the future. His idea of business was that everything in a business deal should be clean cut and well understood, and in his dealings with his customers I know that he went to extremes to prevent them from having any misunderstanding of agreements that were being made. This blunt truthfulness on his part sometimes led to a temporary loss of business, but in the long run no one held his customers like he did. As Shakespeare expressed it in writing about friendship:

"Those friends thou hast, and their  
adoption tried,  
Grapple them to thy soul with hoops  
of steel."

This article is written with a sad heart. It is too long. The life and character of Gus Gladding could be summed up in one paragraph. The keynote was loyalty to his friends. And all his customers were his friends. We shall not see his like again, and in his passing the hardware trade lost its greatest sales manager, and the nation one of its most perfect gentlemen.



Edward Murray  
and his original  
store at Hones-  
dale, Pa.



# The Murrays

*Being a brief review of an historical  
sketch recently published by the Murray  
Co. of Honesdale, Pa.*

**H**ARDWARE and hardware stores have been closely identified with the growth of America, but few have a more interesting connection with it than the business conducted by the Murrays of Honesdale, Pa. The fuel shortage in 1814 and the subsequent discovery of rich deposits at Carbondale influenced Edward Murray to migrate from Ireland to that section of the country. Coming to Honesdale in 1827, he found work there with the Delaware and Hudson Canal Co. who were building a canal to facilitate the movement of coal to tide-water. Soon after its opening, Mr. Murray began to sell and transport goods from Honesdale to New York, his packet, the *E. Murray*, plying the canal waters, 108 miles long, for 30 years. Captain Murray was an able and fair trader and his reputation as such spread throughout the entire route.

Honesdale, a merger of two villages at the confluence of the Dyberry and Lackawaxen rivers, was the place selected by Captain Murray for his first store. Eleven other merchants were located there at that time but today, more than a century later, the Murray name

is the only one remaining on the business roster.

The advertisements of that time present an absorbing view of the business life of Honesdale and the country in general. Ads then were announcements of the arrival and offering for sale of certain



*The present Murray establishment is a modern one.*

# of Honesdale



*One of the large crowds that attend a Murray sales event. Streets are filled for blocks around with people and cars.*

merchandise, as, for instance, this from the 1834 "public prints": "one ton of first-rate butter, 2000 yards of unbleached sheeting. French Marinos, 100 tons of plaster, segars, etc."

As Honesdale grew, so did the business, for in 1833 the Murray store was one of the most prosperous in the town, and in keeping pace with the rapid expansion of the times, Captain Murray ventured into other fields. Between 1832 and 1864, he bought 23 parcels of land in Honesdale and vicinity. His business establishments included uptown and downtown stores, a bakery, three canal outfitting stores, and a stage between Honesdale and Middletown, N. Y. He also was an extensive shipper of grain, pork, etc., between central New York state and this point.

In the early 'sixties misfortune set in. The Murray home and store were both destroyed by fire but, undaunted, Captain Murray took his family to a farm on Cherry Ridge, where he built a store which he and his family operated for many years. The barns were used for storage.

Upon the passing of Captain Murray in 1868, Philip Reilly Murray carried on his father's business but meanwhile a fair agricultural development had taken place in the country and farming and farm problems became a paramount objective in P. R. Murray's life. He made of his farming a real business, carefully estimating the capital invested; the quality of his products, and the percentage of profit. He firmly

believed that the land should "bring forth good fruit" and if properly treated, would do so.

In 1885 business was resumed in the old store, in the 500 block, and in 1893, the family moved back to Honesdale. At first only carriages, wagons and sleighs were sold in the store. The procedure for making a sale was unique. Samples on hand were shown by a boy and customers were then asked to return when Mr. Murray was in.

Although the stock was meager, it was increased when Mr. Murray saw the advantages of large quantity buying. As he had felt the need for many things on the farm, his desire now was to establish a well-stocked store with

*(Continued on page 84)*



*The present Murray family: Front row (left to right): Minnie Korb Murray; Robert J. Murray; Mrs. Philip R. Murray, Sr.; Philip R. Murray, Jr.; Margaret Rose Murray.*

*Second row (left to right): Edward L. Murray; Margaret Ham Murray; J. A. Demer; Mrs. J. A. Demer; Quintin J. Murray; Mrs. E. P. Keen; Eben P. Keen.*





# HARDWARE AGE FIFTY-YEAR CLUB

**M**EN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. **HARDWARE AGE** salutes these half-century veterans and will welcome additional members:



GEO. E. GARLAND

**GEORGE E. GARLAND** at 16 began his lifetime career in hardware at Carthage, Mo., where he was "handy man" in a store. That was in 1882. In 1889 he obtained employment in Springfield, Mo., with the McGregor Noe Hardware Co. In 1893 he went with the Turner Hardware Co., Muskogee, Okla., which was then in Indian territory. In those days he traveled largely by horse and buggy supplemented with occasional trips on the railroad. His calls on the trade occupied three days of each week and the other three days were devoted to buying. The Turner Hardware Co. sold to stores both in the farming and coal districts and these stores were heavy buyers. Special attention was paid to both classes of trade in the staples they used. Then the Dawes commission came to take over the territory for statehood and to settle with the Indians and while this was going on Mr. Garland in 1901 went to Kansas City as buyer of the hardware stock which was added by the Townley Metal Co. Previously, the com-

pany's stock had consisted of metal, stoves and sundries. The year 1901 also marked his first attendance at the national hardware convention, which met in Cleveland. Following the convention he visited the Buffalo Exposition, New York City, and the New England hardware factories. Of his 69 years years, Mr. Garland has devoted 53 to hardware. The last 34 years have been with the Townley Metal & Hardware Co., Kansas City, Mo., as buyer and secretary. For recreation he looks to fishing and flowers.



R. B. CHERRY

**REUBEN B. CHERRY**, of the sales division of Sargent & Co., New Haven, Conn., has seen 56 years of hardware go by. In 1879 as a lad of 18 he obtained his first job with the New York City store of Russell & Erwin Mfg. Co., at 43-45-47 Chambers St. His work with that company covered errand boy, order clerk, substitute shipping clerk and city buyer. In 1885 he left the employ of Russell & Erwin and secured a position with Sargent & Company then located at 35-37 Chambers St., New York City. At that time Sargent was just starting in the lock manufacturing business and until 1893 Mr. Cherry served as stenographer, for which position he had fitted himself by night study. He was then promoted to house salesman and later transferred to the force of traveling salesmen, covering western New York and western Pennsylvania. Later his territory was enlarged to include central New York and such Canadian cities as Montreal, Toronto, Hamilton and London, as well as Pittsburgh, Wilkes-Barre and Scranton, Pennsylvania. In 1909, Mr. Cherry was withdrawn from the road to serve until 1930 as contract sales manager. He is still active in the sales division. Although Mr. Cherry's travels have taken him over a large section of this country, he finds relaxation in motoring, which he enjoys as a hobby.

# SEVEN VETERANS BECOME 50 YEAR CLUB MEMBERS



*Left to right: Charles Ready, Albert Klotten, Charles O'Leary, John Conway, James Costello, Fred Wilkins and Arthur Stilson.*

SEVEN VETERAN EMPLOYEES of Wickwire Brothers, manufacturers of wire cloth, nails, wire and netting, Cortland, N. Y., have qualified, through fifty years or more of service, for memberships in the **HARDWARE AGE Fifty Year Club**. The men and their records in brief are:

**FRED A. WILKINS**, started working for the company as a bobbin boy in 1886. Since 1906 he has been foreman and superintendent of the wire mill, and from 1929 to 1933 he was mayor of Cortland.

**JAMES COSTELLO**, began weaving wire cloth for the company in 1874 and with 62 years of service to his credit is the dean of this group of half-century veterans. He wove on the plant's first loom, and is foreman of the poultry netting department.

**ARTHUR F. STILSON**, treasurer of the company, began drawing wire in the factory in 1883, and in 1895 became plant superintendent.

**JOHN CONWAY**, started weaving wire cloth in the plant about 1882. Later, he became a fine wire drawer, and has drawn fine wire ever since.

**CHARLES READY'S** first position in the mill was as a

bobbin boy in 1886. He later became a weaver, and is now in charge of the spooling department.

**CHARLES O'LEARY**, has been with the company since 1885, and is now in charge of the department which fills drums for the looms.

**ALBERT KLOTTEN**, has been engaged at drawing fine wire in the plant for fifty years.

These seven employees and one other Lewis Sager, who was not present when the accompanying picture was taken, have rounded out a total of nearly 450 years in the plant. This group and other veteran employees were honored at a dinner given by the company at the Hotel Cortland on Feb. 8. The occasion marked the 50th anniversary of former mayor Wilkin's career with the company.

Following the dinner which was attended by 290 employees and guests, Charles C. Wickwire, president, paid high tribute to the eight veterans, and each of the honored men responded with short talks. Charles C. Wickwire, Jr., youngest member of the firm then presented suitably inscribed gifts to the veterans. George Kennedy, sales manager, was toastmaster at the event.

**C. C. CRUZE**, vice-president of the Wright-Cruze Hardware Co., retail, 212 Gay St., Knoxville, Tenn., began his hardware career in the same city in 1880. His first job was with the hardware store then operated by his brother, J. H. Cruze, and he continued with that firm and its successors until 1903, when he retired as president and buyer of McClung, Buffat & Buckwell. He then organized the Cruze, Sterling, Hayes Co., of which firm he was vice-president and buyer. In 1914 he disposed of his holdings in the latter company and purchased an interest in the Wright Hardware Co., which firm later became the present Wright-Cruze Hardware Co. Mr. Cruze is on active duty in the store every day. His success as a hardware merchant has been outstanding and he enjoys the high esteem of fellow citizens, patrons and competitors. While taking a keen interest in religious and civic affairs in the community, he radiates good cheer and always has a cordial greeting and the latest joke for his many friends.



**C. C. CRUZE**

**HERBERT A. WOODWARD** was 15 years old when he joined the Spencer & Co. hardware business as a clerk. He later became a partner and then treasurer, an office which he still holds with the Spencer Hardware Co., at Keene, N. H. He entered the business in 1872, and at 79 still emphasizes the company's original slogan, "Quality for Over a Century," as the business itself was established more than 100 years ago. He has been a director of the Keene National Bank for many years and for three years was a director of the New England Hardware Dealers Assn. The business is one of the largest retail businesses in New England and has withstood every known kind of chain competition, as Keene has been a popular spot for chain store try-outs. Although Mr. Woodward says that his chief hobby is photography, he hasn't any photographs of himself and we had a great deal of difficulty obtaining the one to use with this brief account of his splendid career in the hardware business.



**HERBERT A. WOODWARD**



# This Tackle Cabin Serves Rayl's Customers . . .

**Rayl's Tackle Cabin Values**

**Shakespeare Split Bamboo Fly Rod**  
With 2 tops solid cork grip to fit the hand comfortably. \$4.00 value. **\$3.29**

**Shakespeare Level Winding Reel**  
All metal. The driving gear is made of hard drawn brass. \$1.00 value. each. **\$1.00**

**Kennedy Tackle Box**  
Made of light weight steel with steel. \$0.97 value. each. **97c**

**Old English Finish Tapered Trout Line**  
30 yards. \$2.50 value. each. **\$1.50**

**Japanese Silk Casting Line**  
Strong and durable. \$1.00 value. each. **59c**

**Minnow Nets**  
Folded in Cloth Package. \$1.25 value. **97c**

**Keep-'Em-Alive Chain Fish Stringers**  
41-1/2" long, has 10 hooks will keep your fish alive. 70c value. Each. **53c**

**Stranded Copper Trolling Wire**  
100-ft. value. The value. each. **59c**

**Steel-Jointed Casting Rods**  
Full inverted guides, double cork grip with trigger action. \$1.00 value. **\$1.00**

**Solid Steel Rod**  
Excellent value, red cedar guides and all set aluminum handle. \$1.50 value. **\$1.97**

**Galvanized Minnow Bucket**  
(Shapers) also with casting line. \$1.25 value. each. **97c**

**Casting Baits**  
Popular patterns for bass, perch, etc. \$1.00 value. each. **29c**

**McGinty's Spin Tackle**  
Made strong and durable. Suitable for deep trolling. 30c value. Each. **24c**

**Pickering Trolling Spoon**  
10c value. each. **10c**

**Cable Wire Leaders**  
With line and swivel. 10c value. Each. **6c**

**Park Rind**  
Showered and ready to fit. Park and built. 20c value. **13c**

**RAYL'S** 1213 GRISWOLD ST. GRAND RAPIDS, MICHIGAN

**I**N Rayl's hardware store, Detroit, Mich., near the fishing grounds of Michigan and Ontario, fishing tackle is displayed in an unusually appealing fashion. The sportsman, already keenly interested in his fishing expedition, is stepped up several notches in enthusiasm by the "fishing cabin" pictured here. Rayl's find that the cabin is an especially effective means during the fishing season as soon as the trout and bass begin to call out the fishing enthusiasts.

The name, incidentally, has been changed from "fishing shack" to "fishing cabin" because of its greater appeal locally and meets the special ideas of fishermen generally.

This cabin is featured in all Rayl fishing advertising matter, circulars or newspaper, and serves to identify the store as a fishing tackle headquarters, although it has long been known as such. A cut of the cabin heads the advertising, as shown in the accompanying reproduction of one of the store's ads.

Free services are adequately played up, such as weekly reports of fishing conditions in the many lakes and rivers nearby, as well as all over the State. A moviegram method teaches fly casting, and special fishing equipment catalogs, free issuance of fishing licenses, copies of State fish and game laws are provided.



# They're Telling Us

## *What readers say about the Hardware Age Catalog and Directory Number*

### Office Aid

AUBURN, IND.—We find your splendid classification of manufacturers and hardware merchandise is an indispensable aid to our office force.

It is needed several times a week to secure such information as, proper addresses, trade names, articles manufactured by certain companies, and the names of firms who manufacture articles we desire to purchase.

We feel it is a valuable book to have in our files.

C. E. FREDERICK,  
*Auburn Hardware*

### To Be Commended

KEOKUK, IOWA — Your hardware directory has been of considerable assistance to us. The past few years we have referred to it very frequently.



Quite often we have calls for items which we do not regularly stock and which are a little bit out of our line, and we have always been able to obtain information by the use of your directory.

We believe you are to be highly commended for bringing out this directory annually as we are sure

that it is most useful to the entire hardware industry.

A. J. WEBER,  
*A. Weber Company*

### Bigger and Better

SHEBOYGAN, WIS. — Just received your Directory or "Who Makes It?" issue of *HARDWARE AGE* of September, 1935. The book came through in fine condition. It

SHE SURE MEASURES UP



seems each year the book takes on more size and we find it a very valuable book to have handy in our store. We turn to its pages many times in the year, and most of the time we find the needed information; when we cannot find it, we write to "Who Makes It?" and have always received a prompt reply that gave us the answer to our question.

We appreciate your efforts in giving the hardware dealer the "Who Makes It?" column and making *HARDWARE AGE* a better and a more desirable paper for any hardware merchant.

C. M. HIERS,  
*Frank Geele Hardware Company*

### Almost Indispensable

BARBERTON, OHIO — We are pleased to acknowledge receipt of

*HARDWARE AGE* Directory Number and we assure you we appreciate it very much.

We find this directory almost indispensable in our business.

C. E. SAURER,  
*C. E. Saurer Hardware Co.*

### Used Several Times a Day

BLOOMINGTON, ILL.—We have just received the new *HARDWARE AGE* Directory. We wish to compliment you on it as it is more complete than ever before. We use it at least several times a day and it saves us a great deal of time and correspondence. It is the most valuable book of its kind that we have ever had in our office.

We thank you very kindly for sending it to us and trust you will continue its publication each year.

WM. S. READ,  
*G. H. Read & Bro.*

### A Humdinger

HARTFORD, CONN.—Your new Directory is a humdinger and a big help to hardware jobbers.

We deplore the fact that so many factories will sell direct to retail stores, but the book itself



has nothing to do with that and is a good help to buyers of all kinds.

It arrived in perfect condition and we shall use it a lot during the year.

G. G. KNOEK, President,  
*G. G. Knoek, Inc.*

## Most Useful

DES MOINES, IOWA—We are in receipt of the **HARDWARE AGE** Directory.

We are pleased to state that the same is most useful in our buying department. The Directory was received in good condition.

W. T. MCNERNEY,  
Vice-pres. & Gen. Mgr.,  
*Brown-Camp Hardware Company*

## Must Have It

CLEBURNE, TEXAS. — We are much pleased with your "Who Makes It?" Book. We use it often to advantage and couldn't suggest improvements—couldn't do without it.

F. D. DICKSON,  
*Dickson Hdwe. & Furn. Company*

## Need It Badly

CHICAGO, ILL.—Copy received O.K. When we need it we need it badly.

ACE STORES,  
*Park Hardware Company*

## Very Fine

PITTSBURGH, PA. — Wish to thank you very kindly for the very fine copy of **HARDWARE AGE** Directory "Who Makes It?" We are sure we will find this very useful, as we have found in the past that your directories are very fine.

S. E. DOLLISON,  
*The L. H. Smith Company*

## Used Almost Daily

GAINESVILLE, FLA.—We beg to advise that the director, "Who Makes It?" was received by us two days ago in good order and we want to express our sincere thanks for same.

This directory will be most helpful and we will use it almost daily in our business.

CLAYTON T. TULLIS, Secretary,  
*Baird Hardware Company*

## Lots of Help

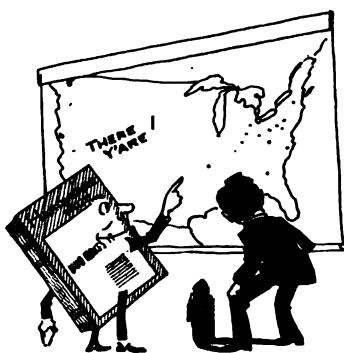
SHREVEPORT, LA. — Copy of "Who Makes It?" issue of **HARDWARE AGE**, of September 26th, came promptly.

Its contents and arrangement thereof have been carefully studied. You are to be congratulated and in this we assure you this issue contains lots of help to all making use of some of its unique features.

R. J. OGILVIE, President,  
*Ogilvie Hardware Company, Inc.*

## Used Daily

STURGEON BAY, WIS.—We are in receipt of your Directory "Who Makes It?" issue of **HARDWARE AGE** of Sept. 26, 1935.



I daresay that there is not a day that passes that we do not refer to this book several times for addresses for our own business purposes and also addresses of companies requested by our customers. We find it up-to-date as to addresses which aids us in sending our mail to the proper places. Also, many times we are at a loss to know where to write for repairs on certain items and this has helped us to find the manufacturer in a great many instances.

SCOFIELD COMPANY,  
(O. H. Hanson, Secy. and Mgr.)

## Saves Time

CHARLESTON, S. C.—May we say that the directory which you send every year is extremely use-



ful to us, in fact it has helped us on two or three occasions to locate

in a few minutes material that would have taken considerable correspondence to have located.

We do not know of any particular improvement that could be made, and thank you very much for the issue.

W. D. LUHN,  
*Thompson-Miler Hardware Corp.*

## A Great Help

HONESDALE, PA.—"Who Makes It?" just received and we are sure it is going to be of great help to us.

We are using the old copy almost every week and appreciate the new copy very much. It is a real help to us country boys.

Robert J. Murray,  
*Murray Company.*

## Great in Every Way

NEBRASKA CITY, NEB.—Received the Directory. I use it often. I think it great in every way, and I appreciate it very much.

HENRY F. MEYER

## Always Mentioned

FRANKLIN, PA.—Mention of your **HARDWARE AGE** Directory service is made on each inquiry from this source and the book is used often.

This much we think of your buyers' service.

H. C. KING,  
*Franklin Hdwe. & Plbg. Co.*

## Complete

DAVENPORT, IOWA — We were pleased to get the **HARDWARE AGE** Directory. It is a great help in locating addresses of certain makers of items in the hardware line and find same as complete as any we have seen so far. We thank you.

H. & H. Rohlf

## Glad to Get It

EUGENE, ORE.—The Directory of "Who Makes It?" came yesterday in good shape.

This is something that we are very glad to receive and to which we refer many times during the year. We appreciate it very much.

ARTHUR R. QUACKENBUSH,  
*J. W. Quackenbush & Son*



**T**HE Maxwell Hardware Co., Oakland, California, sell rose bushes with success, and devote an entire window to their display in season. Instead

of placing them just inside the door where the customer could plink down his money and walk out with a rose bush, they display them on a counter at the back of the store where people must come in contact, in passing

through, with garden tools and other necessary implements.

Mr. Brodie of the Maxwell store says they sold more than four thousands rose bushes from the middle of February, until the first

(Continued on page 80)

*A Maxwell Hardware Store window in Oakland, Calif.*





# NEWS OF

HARDWARE AGE FOR

## 280 ATTEND THE NUTMEGGERS' ANNUAL PARTY, MARCH 4

Held in conjunction with the 33rd annual convention of the Connecticut Hardware Association, at the Hotel Bond, Hartford, Conn., the annual dinner and party of The Nutmeggers attracted 280 hardware dealers and



CHAS. F. GALLAGHER

salesmen. Presided over by Charles F. Gallagher, the new president, the party, which was held Wednesday, March 4, was considered to be the most successful event ever held in the history of the club. All records for attendance were smashed.

After the dinner, a very fine floor show was presented, followed by the popular raffle and winning of the door prizes, all donated by well-known manufacturers in the industry. Howard Knapp of the Corbin Screw Co., New Britain, Conn., was chairman of the entertainment committee. Other members of the committee were: Roland H. Osgood, Pittsburgh Plate Glass Co., Hartford, Conn.; Earl J. Hopwood, Olds & Whipple, Inc., Hartford; Simon C. Lott, Botfield Refractories Co., Philadelphia, Pa.; and A. D. Morgan.

The retiring president, Elliot Paddock, Greenfield Tap and Die Co., Greenfield, Mass., was presented with a very finely fitted traveling case. Gordon Marvin, Jackson-Marvin Hardware Co., Westville, Conn., president of the state association, was guest of honor as were other trade representatives. All Nutmeggers, who

could do so, were invited by the dealers to attend the noon luncheon, which was held the following day.

## 3,000 ATTEND BELCHER AND LOOMIS SHOW

Belcher and Loomis Hardware Co., Providence, R. I., held a three-day "Open House Show," Feb. 29 to March 2, which was attended by approximately 3000 persons. A large number of the leading manufacturers displayed their products in attractively arranged booths, and the lines were so arranged as to be of interest to the industrial, automotive and retail hardware customers.

Great interest was shown in a number of new lines, which have been added during the past year, and which were especially displayed for the occasion. Peter McLaren, a champion wood chopper, gave interesting demonstrations of his ability. Parking facilities were provided and food and refreshments were served throughout the show.

Paul J. Polke, vice-president, expressed his gratification with the results and his appreciation for the support given by manufacturers and those who attended.

## BROOKLYN ASSOCIATION ELECTS OFFICERS

At the March 12 meeting of the Brooklyn Hardware Association, Sidney Atkinson, R. J. Atkinson, 403 Ralph Ave., Brooklyn, New York, was elected president; A. W. Dow, Baldwin, L. I., first vice-president; Arthur Herman, Herman & Son, second vice-president; Ralph S. Allen, Diamond Expansion Bolt Co., re-elected secretary; and Henry F. Bond, re-elected treasurer. Martin Tarzian and I. B. Goldberg were elected directors for a term of two years.

August Flamman, member of the law firm of Brennan, Flamman & Simpson, discussed rackets in the collection agency business and warned of dealings with unknown collection agencies. He stated that it was better to place accounts with reputable attorneys. A film, "Jewels of Industry," was shown under the sponsorship of

the Carborundum Co., which depicted the manufacture of carborundum. The meeting then adjourned to Joe's Restaurant, where dinner was served.

## WESTINGHOUSE CREATES NEW DISTRICT IN SOUTH

Merchandising division officials of the Westinghouse Electric & Mfg. Co., Mansfield, Ohio, have announced the establishment of a South Central District to serve Alabama, Tennessee, northwestern Florida, Mississippi, and Louisiana.

Harold W. Brown, well known in electrical merchandising and utility circles throughout the South, has been named district merchandising manager, and has established office in Birmingham, Ala. S. M. Davison, formerly refrigeration manager of the company's middle Atlantic District, with headquarters at Philadelphia, takes over the Southeastern district as merchandising manager, with headquarters at Atlanta, Ga.

The former district, known as the Southeastern District, embracing nine states, will now centralize its efforts and direct merchandising activities of North Carolina, South Carolina, Georgia, and Florida. Eight other Westinghouse districts are located in New York, Pittsburgh, Atlanta, San Francisco, Chicago, Boston and St. Louis.

## GEIS TO COVER CENTRAL SALES FOR CORBIN LOCK

R. J. Geis will cover the central western states for the sales department of the Corbin Cabinet Lock Co., New Britain, Conn. Mr. Geis, who has been associated with the company for a number of years, succeeds Walter J. Higgins.

## AMERICAN CHAIN CO. NAMES SALES ENGINEER

R. J. Southwell, who was for many years associated with Wickwire-Spencer Steel Co., is now associated with the American Chain Co., Inc., and Associate Companies, as sales engineer. His headquarters will be at Bridgeport, Conn.

## TRYON ADDS BAKER, JR., TO SALES STAFF

W. A. Baker, Jr., has been appointed to the sales force of the E. K. Tryon Co., wholesale hardware and sporting goods firm of Philadelphia, Pa. He is the son of W. A. Baker, who has been associated with the company for 35 years, covering western Pennsylvania. Mr. Baker, Jr., will



W. A. BAKER, JR.

cover territory in addition to that now covered by his father. It will consist of northwestern and southwestern Pennsylvania. Mr. Baker, Sr., will cover Pittsburgh and the immediate surrounding territories.

Previous to his association with E. K. Tryon Co., Mr. Baker, Jr. was connected with a large chain where he studied retail selling, merchandising, and stock control, and prior to his recent appointment, was employed in the Philadelphia warehouse of Tryon Co. Mr. Baker will make his headquarters in Pittsburgh, and may be reached there at his father's address, 415 Zara St.

## OLSON REPRESENTS OSTER MFG. CO.

In our announcement that A. J. Woodland, of St. Paul, Minn., has become associated with George R. Olson, 4612 Casco Ave., Minneapolis, Minn., as manufacturers' representative, appearing on page 47 of the Feb. 27 issue of *HARDWARE AGE*, we neglected to state that Mr. Olson also represents the John Oster Manufacturing Co., 16th & Ann Sts., Racine, Wis.

# THE TRADE



ARCH 26, 1936

## N. A. GLADDING DIES SUDDENLY AT PORTLAND, ORE.—WAS 73

*Beloved and prominent Atkins vice-president and sales executive suffered fatal heart attack on Sunday, March 8, 1936. Held unique place in hardware industry affairs for half a century and was well known and admired among all hardware men, everywhere.*

On March 8, 1936, Nelson Augustus Gladding suffered a fatal heart attack which took from the hardware industry and from the very hearts of those in it a beloved friend and respected sales executive. At 73, he looked back on a successful and colorful career of more than half a century. It was an active career, terminated suddenly at Portland, Ore., in the middle of a regular business trip, covering the Pacific Coast. A scant week before his sudden passing, Mr. Gladding had met with groups of hardware friends in Los Angeles, San Francisco and other west coast points. He seemed in his usual good health, with plenty of that vigorous energy and kindness which his friends knew so well.

The passing of N. A. Gladding takes from the hardware industry a unique figure for he was much at home among all his fellow manufacturers, all wholesalers and retailers—whether they were competitors, contemporaries, customers, prospects or the other fellow's customers. They were hardware men, all of them, and therefore his friends and they knew it.

Future gatherings of hardware men will long sense the loss of N. A. Gladding's happy presence, for wherever hardware men have met he was always to be counted upon—a genial host contributing richly to the enjoyment and the benefits of convention contacts. His hospitality, his gracious sociability and his valuable advice on business matters stamped him indelibly in the minds of all the many hundreds who have known and loved him.

As vice-president in charge of sales for E. C. Atkins & Co., Inc., Indianapolis, Ind., his selling activities took him to all parts of

this country and to many foreign lands. Wherever he had been, there are good friends who will mourn his passing as a distinct personal loss.

Mr. Gladding was born July 8, 1863, at Providence, R. I. He received his education in the



N. A. GLADDING

public schools at Providence and Champaign, Ill., and later graduated from the Bryant and Stratton Business College, Indianapolis. His long business career, which started as a clerk in small retail stores in Paxton, Ill., and Indianapolis, was signalized by many successes. In 1881, he was appointed secretary to the secretary-treasurer of the Missouri and Kansas Telephone Company at Kansas City, Mo., and later was traveling auditor for that company.

In 1883 he returned to Providence, and for two years was connected with Brown Brothers and Company, mill supply dealers. In 1885 he established his home in Indianapolis, and became connected with E. C. Atkins and Company. After a few months as a traveling sales-

man, he was appointed manager of the Atkins Branch House at Memphis, Tenn., remaining there 12 years. In 1898 he was promoted to secretary and sales manager of the Company, and in 1901 was elected vice-president, which position he held up to the time of his death.

Mr. Gladding served as Commissioner from the Seventh District of Indiana to the Louisiana Purchase Exposition held at St. Louis, 1903-1904. He was a member of the Inter-American High Commission Group Committee for Panama and has been prominently identified in many civic and welfare movements in Indianapolis.

Mr. Gladding was a member of the Columbia, Athletic, University, Country and Dramatic Clubs of Indianapolis, Union Inter-Allies' Club, Paris, France;

Lotos, Strollers and Hardware Clubs, New York City; Louisiana Club, New Orleans, Louisiana. The Shrine, Consistory and Mystic Tie F. & A.M., also the Concatenated Order of the Hoo-Hoo, a prominent lumber fraternity, serving as Head Snark during 1898 and 1899; Indiana Chapter Sons of the American Revolution. He served as president of the American Supply and Machinery Association in 1914 and again in 1918 and was a past president of the Old Guard, the Southern Hardware Salesman's Association in 1929 and 1930. He was also an honorary life member of the Hardware Boosters, New York City and a member of the HARDWARE AGE Fifty-Year Club.

Survivors of Mr. Gladding are: two daughters; Mrs. Noble Dean and Mrs. Sylvester Johnson, Jr., grandchildren: Sylvester Johnson, III, Nelson Gladding Johnson, Noble Dean, Jr., John Dean, and a brother, George W. Gladding, of Chicago.

### Comments by Hardware Industry Leaders On the Passing of N. A. Gladding

HOUSTON DUDLEY, president, Gray & Dudley, Nashville, Tenn.

In the passing of Nelson Augustus Gladding, Sunday night, March 8, in Portland, Ore., the hardware and mill supply trade lost its most popular and best known member and I lost my most intimate friend.

For more than a third of a century "Gus" and I have been quite intimate friends.

Many are the happy dinner parties that we have enjoyed together. Many are the times that Mrs. Dudley entertained "Gus" in our home during her lifetime. In fact "Gus" was never allowed to come to Nashville without a visit in our home.

For the past seven years my daughter who has always addressed him as "Uncle Gus" has served as hostess.

"Gus" was at home and had many friends in Nashville. Not only in Nashville but also in a greater number of cities than any other person I have ever known: New Orleans, Mobile, Memphis,

Louisville, New York, Baltimore, Chicago, St. Louis, St. Joe, Cleveland, Texarkana, Los Angeles, San Francisco, Portland and Seattle.

Yes, he was at home in too many cities for me to have undertaken to mention them. I really should not have mentioned any of them. I have, however, only made mention of a few cities where I know of my own personal knowledge of "Gus" having friends that share with his many Indianapolis friends and his family in this great loss and grief that has come to them.

"Gus" had a host of good friends on the Pacific Coast. He died among his friends out there. I received a letter from him written in San Francisco in which he wrote, "I am leaving tonight for Portland." This letter arrived the day before I received the telegram announcing his death. This last letter was typical of "Gus"—reprimanding me for not making the Pacific Coast trip with him this year as heretofore.

"Gus" wrote, "Houston, these

Pacific Coast hardware men are the salt of the earth and our friends, we must come out here every year in the future."

Dear old "Gus," he was the real salt of the earth to all men who really knew him. I know I am a better man by reason of my having enjoyed his friendship. He loved people, he liked to tell stories for the purpose of making his friends laugh. He never told a story that any gentleman or lady could not and would not be glad to hear.

He was a clean man. He thought of clean things. Everybody loved "Gus." He was the most popular man engaged in the hardware trade or that contacted the hardware or mill supply trade.

"Gus" was one of the world's best salesmen. Not a high-powered salesman, a man that made friends and kept them. So it was also with his customers.

"Gus's" last trip was somewhat of a say hello trip. This trip, however, turned out to be to say "Good-bye."

A day each in Memphis, Birmingham and Mobile. A week in New Orleans attending Mardi Gras. "Gus" possibly has a greater number of good friends in New Orleans than any other city, other than Indianapolis. "Gus" belonged to their clubs including the Boston Club and the several men's clubs that really give Mardi Gras every year. I think last year was the first Mardi Gras "Gus" has missed in many a year. This year he was there and enjoyed it.

At Portland on Saturday, March 7, "Gus" was with his branch manager in their Portland store as usual. After dinner Saturday night in his hotel room with his manager, reading, writing and talking. "Gus" decided he would go downstairs and take a Russian bath. About thirty minutes later he was unconscious in the bath house and was taken to the hospital where it was found a complication of his heart and pneumonia was his trouble. He passed away about 8.30 Sunday night, only a few hours before his daughter Mary, Mrs. Sylvester Johnson, and his nephew, Pat Atkins, arrived.

"Gus" is gone. We shall, however, have to carry on as best we can without him until it comes our time to go.

I am quite sure none of us will go out more quietly and peacefully than "Gus." He looked to me as though he was asleep surrounded by those most beautiful, I might say gorgeous, flowers sent by his many friends.

"He sleepeth. We shall be content to await the awakening."

**ROBERT G. THOMPSON**, vice-president, *Lufkin Rule Co. and president, American Hardware Mfrs. Association.*

The tragic passing of Mr. N. A. Gladding so far distant from his home came to me as a great shock.

Perhaps no individual in the hardware or mill supply industry was more generally known, beloved, and respected than Gus Gladding, nor had a wider circle of friends. As young in spirit as the youngest, with ever-ready wit and pleasing personality, his presence in any group was always welcome, his capacity as a host unexcelled. I will long treasure the pleasant memory of a few days spent with him in California just before his sudden and unexpected passing.

Always with the welfare of the industry at heart Mr. Gladding was a leader in the affairs of the American Hardware Manufacturers' Association from its organization, and, after service on the executive committee, became president in 1913 and subsequently was a valued member of the advisory board until his death. Our people, and the industry at large, will miss him greatly.

**CHARLES F. ROCKWELL**, secretary-treasurer, *American Hardware Manufacturers Association.*

As long as I have been familiar with the major conventions of the hardware industry, "Gus" Gladding has played a prominent part. Efficient in business, genial in personality, a host of friends was inevitable.

As a member of the executive committee, president, and then for years as a member of the advisory board, Mr. Gladding rendered services to this association which will be greatly missed. His memory will long be cherished by his associates in our official family.

**J. E. STONE**, vice-president in charge of sales, *Stanley Works.*

No one in the hardware business will be missed quite as much as Gus Gladding. He was undoubtedly the best known and knew more people than anybody traveling in hardware circles. He was also actively interested in many endeavors outside of hardware fields. To enumerate his many high qualities would be impossible; his kindly disposition and happy nature made him an emissary of good will and he will never be forgotten by those with whom he came in contact.

**L. M. KNOUSE**, president of the *American Supply & Machinery Manufacturers' Association, Inc.*

It is with genuine sorrow that note is made herewith of the sudden passing away of N. A. Gladding, first vice-president and sales manager of the E. C. Atkins & Company, Indianapolis, Ind., in Portland, Ore., on Sunday, March 8.

Mr. Gladding, or "Gus" as we all familiarly knew him, has been a real force in our industry, lending constantly of his services to our association as one of the founders, then as president, advisory board member, committee-man and counsellor at all times, serving unstintingly and to good effect for our association and industry at large.

We shall miss his wise advice and good judgment, and business gatherings will miss his helpfulness and cheer, as well as his personal friendship which we all valued so highly, and so regretfully and sorrowfully lose at his untimely death.

**GEORGE A. FERNLEY**, secretary-treasurer, *National Wholesale Hardware Association.*

In the death of Nelson Augustus Gladding (familiarly known as "Gus" to hundreds—I might even with accuracy say thousands of hardware men) the entire industry has suffered a very severe loss.

It was a real pleasure and privilege to know Mr. Gladding. He was a fine high-grade gentleman—always pleasant—always good-natured—and always able to add sparks of wit and humor to the common-sense opinions which he presented at various meetings in the hardware industry.

In my opinion there is not any man in the industry at the present time who has a wider acquaintance.

Only two weeks ago it was my privilege to spend an hour with Mr. Gladding at the Del Monte conference in California where he had flown from New Orleans. At that time he was the same Gus Gladding that I knew when I was a boy thirty years ago—cheerful kindly considerate and well informed.

He will be greatly missed.

#### SWEDISH STUDENT HERE TO STUDY TRADE

Ove Persson of Sweden, who received a scholarship from Swedish Universities to visit the United States to study the retail hardware trade, has recently been a frequent visitor at the New York City editorial offices of **HARDWARE AGE**. He plans to spend eight or ten months here and intends to visit outstanding hardware stores throughout the country. During his stay in New York City, he is residing at the International House, 500 Riverside Drive.

Mr. Persson is a graduate of the University of Commerce, Stockholm, and is a son of Olaf Persson, a prominent member of The Swedish Association of Ironmongers, who for 20 years has been managing director of the retail hardware firm of A. W. Angel, Inc., Halmstad, Sweden. The scholarship has been awarded for a number of years, but this is believed to be the first time it has been bestowed for a study of any branch of the hardware industry. While here Mr. Persson will also contribute his impressions on the retail hardware business in the United States, to the business paper *Jarnhandlaren*, Stockholm, which is widely read by Swedish hardware dealers.

#### ESTABLISH G-E RADIO SALES BRANCH IN N. Y.

The General Electric Radio Division, Bridgeport, Conn., has established a radio factory sales and service branch at the General Electric warehouse, 585 Hudson St., New York City. It will serve as the G-E radio distributing agency for the Metropolitan New York area, including Westchester, Nassau and Suffolk counties.

Inventories will be maintained there, and sales, billing, credit and service departments will be established. Direction of sales will be under Earle Poorman, district manager of appliance sales, and D. W. May, district radio sales manager, who will continue in their present location, 570 Lexington Ave.

This arrangement is predicated upon a recognition of the extraordinary competitive conditions prevailing in metropolitan New York, and the need for extraordinary measures to meet them. It is in no way indicative of a nation-wide policy.

#### LOUISIANA ASSN. TO MEET, JUNE 15-17

The Louisiana Retail Hardware & Implement Association will hold its annual convention at New Orleans, La., June 15, 16 and 17, 1936. A. H. Aucoin, 336 South Rampart St., New Orleans, is executive secretary.

# Makes 'em Stop & LAUGH

**ANNA & ANDY Electric Theatre has EVERYTHING**  
that makes folks **BUY!**

"Technicolor Movie." Nothing to set up. Screw in a bulb . . . plug in and cartoon flashes on-off-on!

**EYE-CATCHING!** Feature this Anna & Andy Theatre—not only with Sponges and Chamois, but with other goods that sell at this season.

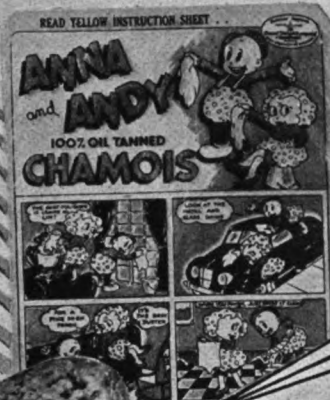
**4-WAYS** Leaflet illustrated with good merchandising suggestions. Write for it or check coupon.

All Trade Marks Registered



**NEW PACKAGE**

**A KNOCKOUT!**



AMERICAN SPONGE & CHAMOIS CO., INC.  
47 Ann Street, New York.

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**AMERICAN SPONGE AND CHAMOIS CO., Inc.**  
NEW YORK • SAN FRANCISCO

MARCH 26, 1936



## MASBACK HARDWARE NOW IN NEW QUARTERS

Extensive alterations having been completed at its new building, 326-328-330 Hudson St., corner of Van Dam St., New York City, and stocks having been transferred from its buildings at 74-84 Warren St., the Masback Hardware Co. began operations at its new location, March 9. The building, which was described and pictured on page 48 of the Jan. 16 issue of *HARDWARE AGE*, is owned by the Trinity Church Corp., and occupies a plot of 11,500 sq. ft. It was taken for a period of 21 years, with renewals by the company, one of the largest wholesale hardware firms in the country. The Trinity Church Corp. has purchased from the Masback Hardware Co. the Warren St. properties and a two-story garage at Leonard St.

Masback Hardware Co. had occupied the quarters on Warren St., which has been recognized as the hardware center of the New York Metropolitan area, for more than 30 years. The present new quarters were chosen primarily because of the transportation facilities and the space accommodations in the nine-story fire-proof building. The executive offices are on the second floor and have been handsomely appointed. An illustration and description of the building appears on page 48 of the Jan. 16 issue of *HARDWARE AGE*.

## POT AND KETTLE NEWS

At the Feb. 18 meeting of the Los Angeles Pot and Kettle Club, C. H. Dye and O. K. Buck of the Bureau of Power & Light, delivered an interesting address on Boulder Dam. At the Feb. 25 meeting of the club, Captain C. B. Horroll of the Los Angeles Police Dep't., spoke on "Stopping the Undesirables at the Border." Charles J. Heale, editor of *HARDWARE AGE*, gave some pertinent facts regarding the distribution and sale of merchandise at the March 3 meeting.

The San Francisco Pot and Kettle Club will hold its convention at the Wawona Hotel, Yosemite Park, June 26 to 28. An interesting program is planned.

## NORGE DISTRIBUTOR EXPANDS ITS BUSINESS

Moser & Suor, Inc., Kansas City, Mo., distributor in Missouri and Kansas for Norge refrigerators, washers, ranges, ironers, aerolators, fine air furnaces, and commercial refrigeration equipment, has made preparations for 1936, which, it believes, promises to be the biggest year for Norge sales. The sales force was in-

creased 50 per cent. A new merchandising, promotional and advertising program was arranged and the company salesmen and dealer salesmen were supplied with complete data about the Norge line.

The firm's salesmen received an intensive sales training course from Dec. 20 to Jan. 6. Following this meeting held at the Ambassador Hotel, Kansas City, they moved to the Hotel Bellevue, where for a week they acquainted the dealers in the Kansas City locality with the 1936 Norge line, and merchandising program. From Kansas City the show was moved to the Connor in Joplin, Mo.; then to Wichita, Kan., to the Hotel Allis, and then to Hays, Kan., for the western Kansas dealers.

## SHELTON, N. Y. MGR. OF CORBIN SCREW AND LOCK

J. T. Shelton, who has been manager of The Corbin Screw Division in New York City for a number of years, has also been



J. T. SHELTON

appointed manager of The Corbin Cabinet Lock Division, and will now supervise both divisions in the New York territory.

Mr. Shelton has been with the company since 1899, starting as stock clerk. He was formerly salesman for P. & F. Corbin Division and later salesman for the screw division. He has also served in other varied positions.

## TEND FAREWELL DINNER TO J. A. LOSEE, JR.

John Allen Losee, Jr., treasurer and assistant manager of the Buchanan Hardware Co. stores at Richfield Springs and Norwich, New York, was given a farewell dinner at the Richfield Hotel, Sunday afternoon, March 1, on the eve of his departure for Utica, where he is now assistant manager of one of the Utica Knitting Co.'s yarn mills.

Seventy-five attended, and Mr.

Losee, Jr., received many tributes from his friends and business associates. John A. Losee, Sr., emphasized the harmonious business relations that had existed between father and son in the operation of the Buchanan Hardware Co. A traveling bag, a gift from those present, was presented to Mr. Losee, Jr.

## RUSSELL ELECTRIC CO. NAMES REPRESENTATIVES

Russell Electric Co., 340 W. Huron St., Chicago, manufacturer of controls, fans, and motors, has appointed Melchior, Armstrong, Dessau Co., 300 Fourth Ave., New York City, with service branches and warehouses in Boston, Philadelphia, Baltimore, Brooklyn, N. Y., and Rochester, N. Y., as exclusive sales representatives for the East and Southeast. Kelly-How-Thompson Co., 309 South Fifth Ave. W., Duluth, Minn., with branch warehouses in Billings, Mont., and St. Paul, Minn., has been appointed exclusive sales representatives for the Northwest. Montgomery Brothers, 61 Fremont St., San Francisco, with service warehouses in Los Angeles, Portland, and Seattle, have been appointed exclusive sales representatives for the seven West Coast states.

Special air conditioning divisions are being established by all of these sales organizations to insure full promotion of air conditioning equipment that has been developed by Russell.

## ROCHESTER ASSN. HEARS TALK ON SALESMANSHIP

At the March 11 meeting of the Rochester Hardware Association at the Hotel Rochester, Gordon W. Ivison, local sales representative of the National Cash Register Co., discussed proper salesmanship in his address, "Streamline Your Selling." He mentioned six vital steps in retail salesmanship which include, proper greeting, learning what the customer wants, presenting merchandise, making suggestions, closing the sales, speeding up the service. About 65 attended the meeting which was presided over by President Cliff Wilson.

## PERMUTIT CO. ADDS TO DOMESTIC SALES DEPT.

E. E. Kresge has been appointed representative of the domestic sales department of The Permutit Co., 330 W. 42 St., New York City. His headquarters will be at Madison, Wis., from which point he will cover the states of Wisconsin and upper Illinois.

## HOUSE FURNISHING MFRS. ELECT OFFICERS

W. H. Doherty, president of the Queen Mfg. Co., of Chicago, was elected president of the National House Furnishing Manufacturers Association, 228 N. La Salle St., Chicago, at its recent annual meeting. He had been treasurer of the association since 1928, and has been closely identified with the association and its work in building up the national exhibit. He is also one of its charter members. Mr. Doherty succeeds E. J. Tate, of Master Metal Products, Inc., Buffalo, N. Y., who has been president for the last year and who remains on the board of directors.

Other officers elected for the ensuing year were: E. E. Engstrom, National Can Co., New York City, J. J. Downs, Clements Mfg. Co., Chicago, vice-presidents; A. W. Buddenberg, Lisk Mfg. Co., Canandaigua, N. Y., treasurer; and Warren Edwards, secretary.

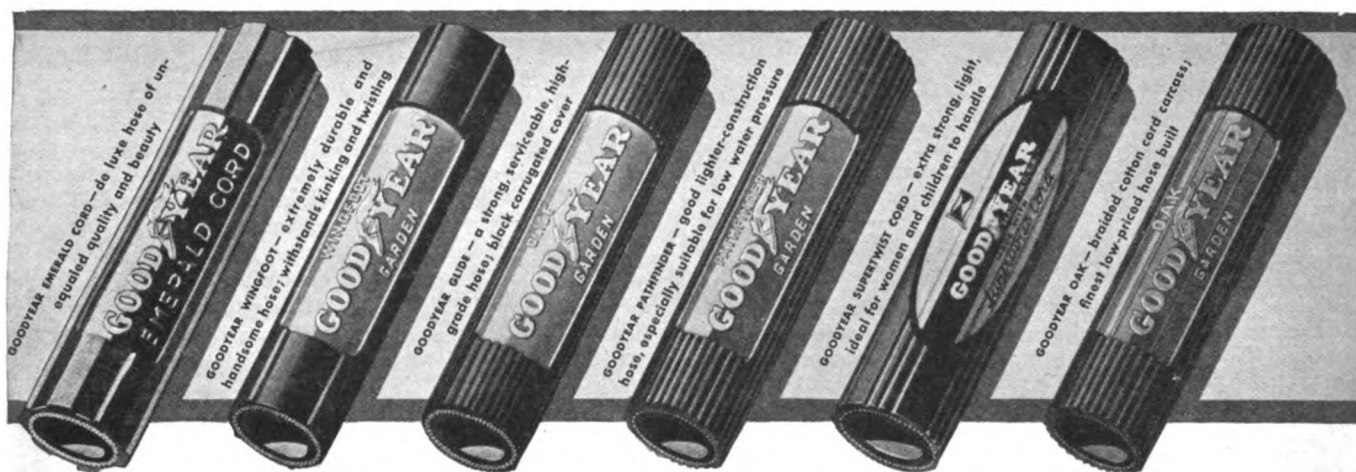
The new board of directors chosen include the officers named, and Mr. Tate and Ely Griswold, Griswold Mfg. Co., Erie, Pa. Reports submitted by the officers showed that the 1936 Ninth Annual Exhibit was the most successful that has been held. It was the unanimous opinion that the 1937 Tenth Annual Exhibit which will be held at the Stevens Hotel, Chicago, Jan. 10 to 16, will establish a new record.

## DAYTON ASSOCIATION HOLDS MEETING

J. J. Schad presided at the March 2 meeting of the Dayton Retail Hardware Association, at the YMCA, which was given over entirely to business. Ralph Kimmel spoke on the selling of grass seeds. H. A. Ralph delivered an address on insurance, touching upon fire insurance rates, care of premises, etc. Luncheon and refreshments were then served.

## NEW ENGLAND CLUBS HOLD JOINT MEETINGS

On invitation of the New England Paint and Varnish Production Club of New England, the Paint Trade Salesmen's Club and the Paint and Oil Club of New England met as guests of the Production Club at their regular meeting at the Hotel Puritan, Boston, Mass., March 12, with 135 present. President Henry Twombly presided. Dr. William Krumbhaar, Beck-Koller Co., spoke and showed a talking film on the subject of "By Gum," portraying the processes used in making synthetic resins.



# SELL

## THE ONLY COMPLETE NATIONALLY ADVERTISED LINE

**Y**OU can fit the need and purse of every customer with the Goodyear line of Lawn and Garden Hose.

For the man who wants the best there's Goodyear Emerald Cord, the handsomest, sturdiest, longest-wearing hose on earth.

For the man who counts his pennies there's Goodyear Oak, priced competitively with lowest-cost brands, yet possessing up to 40 times longer life at 100 pounds pressure!



All six brands are built with Goodyear's exclusive "anti-ox" compound that prevents sun-cracking—and reenforced with braided cotton cord\* carcass that insures longer life and satisfied customers.

And all six are nationally advertised to create demand that keeps stocks moving, money turning over, profits piling up. Better order now from Goodyear, Akron, Ohio, or Los Angeles, California—or your Goodyear Mechanical Rubber Goods Distributor.

THE GREATEST NAME

IN RUBBER

# GOODYEAR

MADE BY THE MAKERS OF GOODYEAR TIRES

## FOLEY WILL REPRESENT ALABASTINE IN OHIO

J. R. Foley has become associated with the Alabastine Co., Grand Rapids, Mich., as sales representative in charge of sales for Ohio. His headquarters have been established in Youngstown.

Previously, Mr. Foley was connected for several years with the paint division of the DuPont Co., and later with James Sipe and Co., paint manufacturers and engineers. The Alabastine Co. recently supplemented its original line of water paints and accessory decorative products with a full new line of oil paints, enamels, varnish, and matched brushes. Enlarging of the sales staff under the direction of W. H. Hall, sales manager, is also a part of the expansion program.

## EASTERN HORSE NAIL FIRMS TO MERGE

Stockholders of the Capewell Horse Nail Co., Hartford, Conn., have voted to merge with the Fowler and Union Horse Nail Co., Buffalo, N. Y. The stockholders of the Buffalo firm have also voted for the consolidation. The new firm will be known as the Capewell Mfg. Co.

Officers are: Staunton Williams, president and treasurer; Carl A. Gray, L. L. Gaylord, and C. H. French, vice-president; Arthur L. Shipman, secretary; and H. T. Huffield, assistant treasurer. For the present factories in both cities will continue in operation, pending a decision of elimination of one of them.

## WOOSTER BRUSH CO. ADDS TO SALES DEPT.

The Wooster Brush Co., Wooster, Ohio, has appointed W. R. Russell, whom we are informed is an experienced sales promotion and merchandising expert, to its sales department. He has spent some years in the development of brush sales for some of the large paint manufacturers. Mr. Russell will assist and cooperate with Wooster distributors and dealers in their sales of Wooster brushes, with emphasis on effective merchandising. He will spend most of his time in the field in direct contact with the trade.

## HONOR MISS TOKONAUER OF STANLEY WORKS

Miss S. E. Tokonauer, secretary to E. H. Hart, export manager of The Stanley Works, New York office, was honored with a dinner, Tuesday, March 10, at

Hurley's Restaurant, 144 Fulton St. The affair, which was attended by 35 employees of the New York office, marked her 30th year of association with the company and in tribute, she was presented with a diamond studded gold bracelet.

## D. S. WARANCH IN MARYLAND HOSPITAL

D. S. Waranch, president of the Waranch Hardware & Paint Co., Inc., wholesale and retail firm of Norfolk, Va., is a patient at Mount Pleasant Hospital in Reisterstown, Md., a half hour's drive from downtown Baltimore. He is anxious to see his many friends and although regular visiting days are Wednesday and Sunday, out of town visitors may see him any time.

## WRIGHT STEEL & WIRE OPENS NEW WAREHOUSE

The G. F. Wright Steel & Wire Co., Worcester, Mass., has opened a new Chicago warehouse at 19-21 N. Jefferson St., the former location, 22 W. Austin Ave., having recently been destroyed by fire. The Chicago manager, James J. Collins, has already installed a complete stock of Wright products in the warehouse which contains three stories and basement, with ample facilities for street window display.

## PARKER TO REPRESENT ATLAS TACK CORP.

Samuel F. Parker, for the past 20 years contacting the hardware trade, has been appointed a sales representative of the Atlas Tack Corp., Fairhaven, Mass. Mr. Parker for a number of years has covered the New England and Middle Western territory for Landers, Frary & Clark, New Britain, Conn. He has also traveled in that territory for the Mark Cross Co.

## NORTH JERSEY ASSN. HEARS TALK ON SEEDS

Thomas Wood, Woodgro Co., Montclair, N. J., spoke before the North Jersey Hardware and Supply Association, at its March 10 meeting, on the quality of seeds and fertilizer. He enumerated the various cheap seeds being sold and showed the inferior grades used in the poorer mixtures. He also described the difference between organic and chemical fertilizers, stating that organic fertilizer was superior because it took longer to decompose with the result of a longer effective life. Mr. Wood pointed out that cheap seeds with little germinating qualities and cheap fertilizers produce poor lawns

and result in a loss of customers who sell these products.

Thirty-one members attended this meeting at the Hotel Plaza, Jersey City, which was presided over by President George Force.

## 43 G-E EMPLOYEES WIN COFFIN AWARD

Among 43 employees of the General Electric Co. to win the Charles A. Coffin Foundation award is C. O. Hamlin, of the



C. O. HAMLIN

company's appliance and merchandise department, Nela Park, Cleveland. The Coffin citations, each consisting of a certificate and a cash award, are for contribution by the recipients during 1935, to the progress and prestige of the General Electric Co., and to the advance of the electrical art. Mr. Hamlin was cited for the creation of display material, especially the "General Electric Talking Kitchen."

## THE CHI-NAMEL CO. EXPANDS SALES FORCE

The Chi-Namel Co., 9101 Kinsman Ave., Cleveland, has appointed J. R. Barnes, formerly sales manager for Valentine & Co., New York City, as sales manager. F. H. Gallup has been engaged for the Philadelphia territory; S. B. Evans for eastern Kansas; F. W. Long for the central Ohio district, and C. T. LeViness for metropolitan New York. Plans have been made for still further expansion in the immediate future.

## NAT. PRESSURE COOKER OPENS OREGON OFFICE

National Pressure Cooker Co., Eau Claire, Wis., has opened an office at 1132 N. W. Glisan St., Portland, Ore., with C. S. Alexander in charge. This office will serve the entire West Coast from Washington to California. Previously the company had a manufacturer's representative for this territory, but this arrangement was discontinued Jan. 1.

## FAIRBANKS-MORSE NAMES DISTRIBUTORS

Fairbanks-Morse Home Appliances, Inc., 430 South Green St., Chicago, has appointed the Doubleday-Hill Electric Co., with offices in Washington, D. C., and branch headquarters at Baltimore, Md., as distributor for Fairbanks-Morse Conservador Refrigerators. This company will serve its dealers in the District of Columbia, Maryland, Virginia, and part of West Virginia.

Two Tennessee distributors for Conservador Refrigerators, recently appointed, are: Keith Simmons Co., Nashville, and the Mississippi Valley Furniture Co., Memphis. The former will cover central Tennessee and the bordering counties in Kentucky. The latter will cover western Tennessee and part of Arkansas and Missouri.

## WROUGHT WASHER NAMES SALES REPRESENTATIVE

The Wrought Washer Mfg. Co., Milwaukee, Wis., manufacturer of washers and machinery bushings, has appointed Walter Borges as



WALTER BORGES

special sales representative. He will be headquartered at the firm's Milwaukee office, covering special territories from that point. Mr. Borges was formerly general manager of a manufacturing plant in Milwaukee.

The purpose of Mr. Borges' appointment, according to the company, is to enlarge its field of customer service by providing this added contact for the hardware trade, assisting wholesalers in developing added turnover of the firm's products. Mr. Borges will work under the direction of W. F. Disch, general sales manager of the concern.

# RAY-O-VAC

*offers the*  
**Four Fastest  
 MONEY MAKERS**  
 in Flashlight History

DEAL  
 No. 2

## Silverchrome ROTOMATIC

There's only one ROTOMATIC spotlight made---  
 and that's a RAY-O-VAC---with a fool-proof, ever-

lasting switch.  
 \$1.25 Seller  
 with batteries.  
 Deal includes 6  
 {No. 6R22} Ro-  
 tomatic spot-  
 lights and 48  
 Ray-O-Vac unit  
 cells, complete  
 in display. Retail  
 value \$11.10.  
 you pay \$7.40---  
 PROFIT \$3.70.



## Improved COPPERLITE

DEAL  
 No. 1

The "flashiest" flashlight ever shown---solid copper  
 COPPERLITE. Special locking switch, heavy lens  
 \$1 Retailer with  
 batteries. Focus-  
 ing type, 500  
 foot range. Deal  
 includes 6 {No.  
 6CS22} Copper-  
 lites, 48 Ray-O-  
 Vac cells, in dis-  
 play shown at  
 right. Retail val-  
 ue \$9.60, cost  
 to you \$6.40---  
 PROFIT \$3.20.



# RAY-O-VAC

DEAL  
 No. 3

## Silverchrome DUALITE

The "2 in 1" spotlight and  
 floodlight combined. Silver-  
 chrome finish. Dual switch.  
 An all-purpose light with a  
 universal appeal. \$1.25 Re-  
 tailer with batteries. Deal  
 includes 6 {No. DL22} DU-  
 ALITES, 48 Ray-O-Vac cells  
 in attractive display at left.  
 Retail value \$11.10, you pay  
 \$7.40---PROFIT \$3.70.

*A Flashlight for  
 Every Purpose*



## The Focusing FLASHLIGHT

DEAL  
 No. 4

Here's the flashlight that  
 meets all price competition  
 and licks it. Genuine focusing  
 nickel finish flashlight to re-  
 tail at 65c, complete with  
 batteries. Deal includes 6  
 {No. N22} flashlights, 48  
 Ray-O-Vac unit cells, com-  
 plete with display. Retail  
 value \$7.50, you pay \$5.00---  
 PROFIT \$2.50.

*A Flashlight for  
 Every Purse*



## RAY-O-VAC COMPANY

Formerly FRENCH BATTERY COMPANY

RAY-O-VAC FLASHLIGHTS « » RAY-O-VAC PHIX « » RAY-O-VAC BATTERIES  
 MAIN OFFICES AND PLANT—MADISON, WISCONSIN

Additional Factories at Clinton, Massachusetts and Lancaster, Ohio



## BORST AND EDWARDS WIN BRIDGE CHAMPIONSHIP

At the Duplicate Contract Bridge Tournament of the Hardware Square Club, No. 675, held in the Masonic Temple, 23rd St. and 6th Ave., New York City, Feb. 18, George Borst, president of the Franklin Hardware Co. and Wm. Edwards of the Federal Hardware Co. were winners. Playing with Mr. Borst as South was Wm. Hendrick also of the Franklin Hardware Co. and with Mr. Edwards was Pete Bongert, Atlas Printing Co., as West. Chas. Samolinski, Mill Factor Products Co., and Al Sitterlie, Franklin Hardware Co., took the boobie prize. The team of Fred Scholl, Long Island Hardware Co., and Ed Norvell, E. C. Atkins Co., was a close second.

The eight annual Gala Night of the club will be held May 21 in the grand ballroom of the Half-Moon Hotel, Coney Island, Brooklyn, N. Y. The affair will also be held in celebration of the 75th anniversary of Frederick Pfeifer, The Payson Co., who is a past president of the club and also a member of the HARDWARE AGE Fifty Year Club. The entertainment committee consists of Mr. Scholl and Ralph Allen, Diamond Expansion Bolt Co.

## ALLIED HDWE. STORES ELECT 1936 OFFICERS

Allied Hardware Stores, Inc., Akron, Ohio, at its Feb. 25 meeting at the Akron *Beacon Journal* offices elected the following officers: William Stenacker, Community Hardware, president; Paul R. Schlichte, Five Points Hardware, vice-president, and G. V. Britton, The Kenmore Supply Co., secretary-treasurer. President Stenacker presided over the meeting which was attended by 18 of the 19 stores in the group.

## NESCO ESTABLISHES A HOME TEST KITCHEN

National Enameling and Stamping Co., Milwaukee, Wis., is constructing at its factory a Home Economics Kitchen, which will be equipped with every modern culinary device and accessory. A nationally known home economist will be in complete charge of daily operations and will devote her entire time to practical kitchen operations, the testing of recipes and the creation of many new dishes, especially for automatic electric roaster cooking and for use in connection with Nesco Kerosene Stoves and Ranges. It is felt that the kitchen will suggest

many improvements in construction and design of the company's lines and it will be operated under the supervision of Herbert J. Moon, chief chemical engineer and head of Nesco's Home Research Laboratory.



Thomas L. Willis, whose election as president of the Northern Wholesale Hardware Co., dealer-owned firm of Portland, Ore., at the 12th annual stockholders' meeting and convention held at the warehouse, Feb. 17 and 18, was announced on page 72, of the March 12 issue of *HARDWARE AGE*.

## SARGENT & COMPANY ELECTS OFFICERS

At the annual meeting of the stockholders of Sargent & Co., hardware manufacturer of New Haven, Conn., held March 13, officers were reelected as follows: President and general manager, Phillip E. Barth; vice-president, secretary and treasurer, Ziegler Sargent; vice-presidents, Bruce Fenn and George F. Wierpert; directors as follows: B. W. Burtzell, Samuel H. Fisher, R. J. E. Graham, E. R. Sargent, G. L. Sargent, John Sargent, J. D. Sargent, Murray Sargent.

## SOUTHINGTON HDWE. CO. APPOINTS J. A. BUTLER

John A. Butler has been appointed factory superintendent of the Southington Hardware Co., Southington, Conn., succeeding Edward L. Baker. Mr. Butler's appointment becomes effective April 1. He has been associated with the firm for the past 48 years.

## ST. LOUIS CLEAN-UP WEEK, APRIL 12-MAY 2

The 1936 Clean-Up and Paint-Up Campaign, sponsored by the St. Louis Chamber of Commerce,

will be held from April 12 to May 2, in cooperation with the public, Catholic and Lutheran schools, the city administration, merchants and various civic groups.

Arthur A. Blumeyer, president of the Industrial Bank of St. Louis and a member of the school board, is chairman of the Chamber's committee in charge of the campaign.

## VOGEL, SALES MANAGER OF G-E RADIO DIVISION

Ernest H. Vogel has been appointed sales manager of the General Electric Co.'s Radio Division, Bridgeport, Conn. For the



E. H. VOGEL

past six years Mr. Vogel was associated with the RCA Mfg. Co., Camden, N. J., having joined that organization as advertising manager. He later was appointed radio sales manager, and was engaged in RCA sales activities until his recent appointment.

## HUMPHREY AGAIN HEADS MOREHOUSE & WELLS

At the annual meeting of stockholders and directors of the Morehouse & Wells Co., Citizens Bldg., Decatur, Ill., March 10, the following were elected officers of the firm, which conducts a wholesale and retail hardware business: Wilbur Humphrey, reelected president and treasurer; Dean Johnson, vice-president; Robert Humphrey, secretary; Herman Walker, assistant treasurer. Directors: Wilbur Humphrey, Ralph J. Monroe, Charles H. Ruedi, Robert Humphrey and Leslie E. Dillehunt.

The new mill supply department, under the direction of H. W. Eckland, will service territory within a 100 mile radius of Decatur, handling a full line of factory maintenance equipment and supplies.

## ANNOUNCE WINNERS OF WOLF PACKAGING AWARDS

The Five Star Anti-Freeze container entered and used by E. I. duPont de Nemours & Co., Inc., Wilmington, Del., and designed by Jim Nash took first honors in the 1935-36 Irwin D. Wolf Awards Competition for distinctive merit in packaging, it is announced by the American Management Association, sponsoring organization for the annual competition.

Johnson's Furniture Polish entered by S. C. Johnson & Son, Inc., Racine, Wis., and Owens-Illinois Glass Co., was voted the winning package under the classification, the most effective use of more than one color. Hercules steam-distilled wood turpentine entered and used by Hercules Powder Co., Inc., Wilmington, Del., won honorable mention for the most effective redesigned package (based on comparison of old and new). The brush display of The Sherwin-Williams Co., Cleveland, won honorable mention for the most effective use of merchandising ingenuity regardless of artistic qualities.

Under the classification of the most effective use of layout and/or decorative design, with particular emphasis on both merchandising value and beauty, DuPont Five Star Anti-freeze was considered the winning package. S. C. Johnson & Co., Inc., furniture polish and Smdac Liquid Gloss used by the Standard Oil Co. of Indiana, received honorable mention.

Channel-Vent chick box used by Hoeft & Co., Inc., North Chicago, Ill., received honorable mention for the most effective shipping container from the standpoint of merchandising and construction ingenuity. Sell-A-Set deal, entered and used by the Washburn Co., Worcester, Mass., won an award for the counter display piece that most effectively contributed to the selling of a unit package.

## SEEKS HDWE. CATALOGS AND PRICE LISTS

Manufacturers' Sales & Distributing Co., 1190 East St. George Ave., Linden, N. J., is extending its mill and factory business to include selling to the retail trade in its vicinity. The firm would like to receive catalogs, price lists, discounts, etc., from manufacturers of builders and heavy hardware, bolts, nuts, ropes sash cord, and a limited line of housefurnishing items.

*J. N. Adam & Co.*

LUDWIG BAUMANN

PEARSON CO. INC.

The J. L. HUDSON COMPANY\*

BARKER BROS.

JORDAN MARSH  
COMPANY

THE MAY CO

*Gunsett Co.*  
A Hardware Department Store

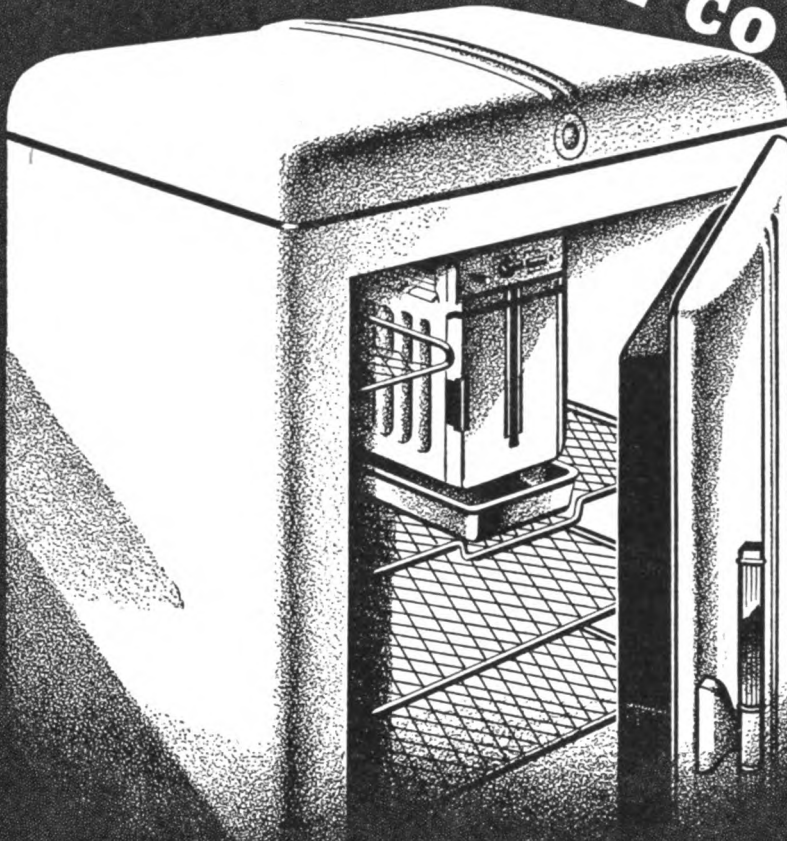
TROUTMAN'S

*Black's*

ROLLMAN'S

C. J. WERWIE & COMPANY

THE BON TON



THE L. H. FIELD COMPANY  
JACKSON, MICHIGAN

WIEBOLDT'S

TROUTMAN-REIBER CO.

GIMBELS  
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Rudge & Gruenzel Co.

The Bon Marche

*Already welcomed by  
many of America's lead-  
ing retail merchandisers*



one dealer to a city

factory to your store

**UNIVERSAL COOLER**

DETROIT, MICH., 7350 MELVILLE ST.

BRANTFORD, ONT.

## CONVENTION PROGRAM FOR SOUTHERN HDWE.

### JOBBER'S AND AMERICAN HDWE. MFRS.' ASSNS.

A definite program has been arranged for the joint convention of the Southern Jobbers' Assn. and the American Hardware Manufacturers' Assn., which will be held at Memphis, Tenn., April 20 to 23 inclusive. Walter M. Bonham, president, C. M. McClung & Co., Knoxville, Tenn., president of the Jobbers' Assn.; and R. G. Thompson, vice-president, Lufkin Rule Co., New York City, president of the Manufacturers' Assn., will preside at their own sessions and jointly at the joint sessions.

At the Monday evening, April 20, opening joint session, Charles Evans, Little Rock, Ark., will speak on "That's My Story."

At the Tuesday morning joint session at 9.30, John E. Edgerton, president, Lebanon Woolen Mills, Lebanon, Tenn., president, Southern States Industrial Council, and past president, National Association of Manufacturers will deliver an address entitled, "At the Forks of the Road." Flint Garrison, director-general, Wholesale Dry Goods Institute, will discuss, "Distributing Through the Wholesaler."

The jobber session will be held Tuesday morning at 11, at which Ralph W. Carney, The Coleman Lamp and Stove Co., Wichita, Kan., will speak on "Net Profit for the Jobber." Subjects for general discussion will be: Stimulating Salesmen to Push New Lines and Specialties; The Small Order Problem; Analysis of Lines; Differentials on Broken Packages; Analysis of Customer Accounts; Departmentalized Buying; Are Advance Notices of Price Changes Desirable; Cooperation with the Retailer; Controlling the Expense Account; and Educating Salesmen on Lines Handled.

At the Wednesday morning open joint session, Fitzgerald Hall, president, Nashville, Chattanooga and St. Louis Railroad, will talk on "Taxes—Amount, Purpose, Payment"; James E. Edmonds, editor, *Cotton Trade Journal*, New Orleans, and author of a series of articles in the *Saturday Evening Post* last year, following trips abroad to study cotton production, will discuss "The Cotton Situation." General discussion on "Our Industry's Problems" will be led by L. M. Stratton, president, National Wholesale Retail Hardware Assn. and by George H. Halpin, general sales manager, Minnesota Mining and Mfg. Co., St. Paul, Minn. The closing

joint session will be held Thursday morning.

The entertainment committee, headed by Edmund Orgill, Orgill Brothers & Co., Memphis, Tenn., has not made definite announcement of the entertainment program. However, there will be informal dancing after the Monday evening session; a special feature for Tuesday evening; followed by informal dancing and a formal ball and golf tournament on Wednesday evening and morning respectively. Entertainment for the ladies will also be provided.

Registrations have already reached the 900 mark and it is expected that this joint convention will smash all attendance records in the history of the association.

### ANNUAL MEETING OF OLD GUARD SET FOR APR. 21

The annual meeting of the Old Guard, Southern Hardware Salesmen's Assn., will be held

April 21, at the Peabody Hotel, Memphis, Tenn., it was announced by secretary-treasurer R. P. Boyd. President Haviland has appointed the following as a dinner committee: George H. Harper, chairman; James Hutchinson and F. Herbert Smith. Every effort is being made to make the meeting a gala affair. The date of the meeting coincides with the joint convention of the Southern Hardware Jobbers' Assn. and the American Hardware Manufacturers' Association, which will be held there April 20-23 inclusive.

### "CLEAN UP" CAMPAIGNS

Suggestions for inspiring Clean Up—Paint Up—Fix Up campaigns in home communities, through the cooperation of the civic agencies, the city administration, Chamber of Commerce, or other suitable non-commercial organization, are available free of charge from the *National Clean Up and Paint Up Campaign Bureau*, 2201 New York Ave., N.W., Washington, D. C.



Charles W. Nelsen, Froid, Mont., who was elected president of the Montana Implement and Hardware Assn., at the recent Butte convention of the organization. Due to mistaken identity, the picture of L. E. Nelson, Omaha, Neb., vice-president of the Nebraska Retail Hardware Assn., was reproduced with the report of the Montana meeting, as published on page 90 of the March 12 issue of *HARDWARE AGE*.

## 250 HARDWARE AND FURNITURE DEALERS ATTEND NATIONAL COLEMAN SALES CONGRESS

Approximately 250 dealers and their clerks, representing 219 retail hardware and furniture dealers from 32 states, attended the National Coleman Dealer Sales Congress of The Coleman Lamp and Stove Co., held at Wichita, Kan., on March 3 to 7 inclusive. As the attendance was larger than expected, two sessions of three days each were held.

Each session consisted of lectures and class-work on merchandising, advertising, and retail selling and in checking the actual performance of Coleman products. The dealers learned how to install correctly and insure the proper operations of the merchandise that they sell by actually working at those things at the sessions. The idea

of a special Coleman department in the dealers' stores for the display and sale of different Coleman household appliances was discussed.

At the conclusion of each session, each attending member was issued a Membership Certificate in the National Coleman Dealers' Club. This certificate was also an award of merit as evidence of the aggressive merchandising and selling methods of the member's firm and also of the fact that the member attending had successfully passed a special factory and training course in the installation, operation, and servicing of Coleman products.

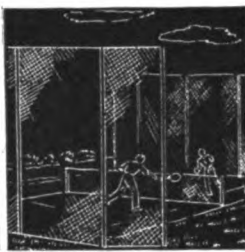
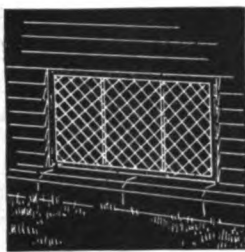
The invitation extended to dealers to attend the congress

was based on each firm's outstanding record of advertising, merchandising, and selling of Coleman products during the preceding year, and may be considered as an award of merit based on actual sales performance.

The school was conducted by R. W. Carney, field promotional manager; Charles E. Parr, vice-president and general manager; R. R. Sterling, sales manager; A. W. Boyer, advertising manager; L. F. Rosenberger, assistant sales manager and the following salesmen: Ralph Barnes, Harry Zimmerman, Ernie Sell, A. O. Beyer, L. G. Ingram, H. H. Pike, R. A. Bullard, Pierce Hauser, Charles R. Conn and E. E. Wegley.







LAWN FENCES

CELLAR WINDOWS

SCREEN DOORS

TENNIS COURTS

TRELLISES

POULTRY YARDS

LOOK FOR THIS TAG  
ON THE BALE!

**GRAY-DIAMOND**  
WELDED FABRIC  
150 LINEAL FT. 24 IN. WIDE  
1 IN. MESH PATENTED 18 GAUGE WIRE  
**WICKWIRE BROTHERS**  
CORTLAND NEW YORK

#### HOW IT IS MADE

Gray-Diamond Welded Fabric is made from Copper Alloy Open Hearth Steel Wire . . . a special alloy which due to its copper content provides rust-resisting tendencies. Furnished hot galvanized or green painted.

### Features of Gray-Diamond Welded Fabric

After two years of research and experimentation Wickwire Brothers have developed this new fabric for our many users of Wire products. By our special process of welding, this fabric becomes much stiffer and stronger than twisted netting or woven wire cloth. Each mesh is uniform and firm. No slipping or sagging . . . will withstand terrific strains, knocks and hard usage.

#### GRAY-DIAMOND WELDED FABRIC HAS MANY USES

It is much more attractive than twisted or woven meshes. It has greater strength than other types of fabric. Some ideal uses are:

TRELLISES

REINFORCEMENT for CELLAR  
WINDOWS and SCREEN  
DOORSORNAMENTAL ENCLOSURES  
for TENNIS COURTS

KENNELS

LOCKER FRONTS  
POULTRY YARDS

FLOORING in CHICKEN COOPS

DOG KENNELS

FLOWER BED GUARDS

MACHINERY and BELT GUARDS

REINFORCEMENT of  
CEMENT FLOORING and  
STUCCO WALLS

#### FURNISHED IN THE FOLLOWING SIZES AND WEIGHTS

HEAVY 150 lineal feet bales; 2 feet, 3 feet or 4 feet wide. 18 gauge wire 1 inch mesh. LIGHT 150 lineal feet bales, 2 feet, 3 feet and 4 feet wide. 20 gauge wire, 1 inch mesh. Furnished also in 2 inch mesh same widths—18 gauge.

## WICKWIRE BROTHERS

MILLS AND OFFICES  
CORTLAND, N. Y.

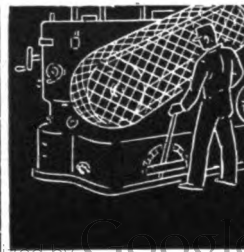
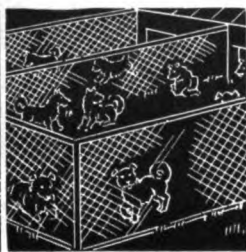
LOCKER FRONTS

DOG KENNELS

CEMENT AND STUCCO REINFORCEMENTS

SAFETY GUARDS

FLOWER GUARDS





# OBITUARY

## BURTON W. CROBAUGH

Burton W. Crobaugh, 80, president of the Crobaugh Hardware Co., Tiffin, Ohio, one of the oldest retail establishments there, died at his home recently.

He entered the hardware trade there in 1874 as a bookkeeper and salesman for John N. Taylor who had founded the store in 1847. In 1892 Mr. Crobaugh was admitted to a partnership in the business and in 1898 he assumed the management in the firm which was then known as Crobaugh & Dahm. Following Mr. Dahm's death the store was reorganized as the Crobaugh Hardware Co. He was also one of the organizers of the Citizen's Building Assn. Co., which he served as secretary and manager and had been a director and vice-president of the Tiffin National Bank.

## GEORGE H. HEGNER

George H. Hegner, associated in the Hegner Hardware Co., Sewickley, Pa., passed away recently. Upon graduation from Duffs College in Pittsburgh, he entered the general store of his father and was a potential factor in the store's development into a general hardware and housefurnishings business. Upon the death of Mr. Hegner, Sr., his three sons, George H., A. J., and Frank A. Hegner, succeeded to the business and subsequently added such lines as housewares, electrical appliances, farm implements, seeds and roofing. Mr. Hegner, until his recent death, continued in the store and played an important part in its development. He was a well-known figure at the PASHA conventions and he took an active part in all the affairs of his community.

He leaves his widow, a daughter and a son and several brothers and sisters. His brothers, A. J. and Frank A. Hegner, will continue to carry on the business.

## HAROLD F. ZIPFEL

Harold F. Zipfel, 34, president of the South End Hardware Co., 7717 Broadway Ave., Cleveland, died recently at his home there. His widow and a daughter survive.

## C. N. VEEZE

C. N. Veeze, 82, veteran hardware merchant of Sutherland Springs, Tex., died recently following a brief illness. His

widow, a daughter and two grandchildren survive.

## W. C. THOMAS

W. C. Thomas, 63, retired hardware merchant, died recently at Chattahoochee, Fla., after a long illness. Mr. Thomas opened a hardware store in Tampa, that state, in 1900. The business developed into the Tampa Hardware Co., which at one time was one of the largest wholesale concerns in the South. He was a past president of the Southern Hardware Jobbers Assn., and of the Tampa Credit Men's Assn. He leaves his widow and three sons.

## HOMER GRADY CHAPMAN

Homer Grady Chapman, 40, passed away recently at his home in Atlanta, Ga. He was a member of the Old Guard of Southern Hardware Salesmen's Association.

## GEORGE B. ALVORD

George B. Alvord, prominent Connecticut industrialist, died March 1, in Nassau, Bahama Is., where he was spending a vacation. He was a director in the Union Hardware Co., the Progressive Mfg. Co., Magma Copper Co., New York, the Torrington Printing Co., Torrington Company, the Torrington National Bank and Trust Co., the Torrington Electric Light Co., and the Torrington Water Co. He leaves his widow, a daughter and a son.

## W. L. DEMING

William Lloyd Deming, 84, president of the Deming Co., Salem, Ohio, died March 10, at his home there, after a three months' illness.

A graduate of Cornell University, he became associated with the Silver & Deming Mfg. Co. The Deming Co. was organized in 1890 to take over the pump business of the Silver & Deming Co., and he was made its secretary. In 1895 he was elected vice-president and secretary, and in 1921 president. He was interested not only in industrial circles but also was keenly interested in civic affairs.

His widow and a daughter, Susan B. Deming, survive.

## WALTER K. KUNKEL

Walter K. Kunkel, 58, member of the hardware firm of M. Kunkel & Sons, Davenport,

Iowa, died recently after an illness of three months. He was a former director of the Scott County Sportsmen's Assn. and a member of several gun clubs.

## JONATHAN HARALSON

Jonathan Haralson, 67, a hardware merchant in Augusta, Ark., for 40 years, passed away March 13. He had been a president of the Arkansas Retail Hardware Association. His widow and two daughters survive.

## FREDERICK R. HANSE

Frederick R. Hanse, 48, for almost a decade in the hardware business in Babylon, L. I., passed away recently.

## CHARLES S. MENAGH

Charles S. Menagh, 79, who conducted a hardware business for nearly 40 years in East Orange, N. J., died March 10, at his home there. He retired from active business several years ago.

## MARTIN T. HAGERTY

Martin T. Hagerty, 74, who had conducted a hardware store in Phillipsburg, N. J., died March 13. He was prominent in the affairs of Warren County.

## FRANK P. ADAMS

Frank P. Adams, 83, retired hardware merchant, died March 12, at his home in Sussex, N. J. He founded a hardware business there in 1882 which is now operated by his son, Ralph P. Adams.

## CLYDE A. HAEFNER

Clyde A. Haefner, 41, vice-president of The Detroit Harvester Co., Detroit, Mich., died recently in the Henry Ford Hospital, after an illness of two months. He leaves his widow and a son and daughter.

## JAMES L. JOHNSON

James L. Johnson, 72, for 10 years associated with the Johnson-Lally Hardware Co., Green Bay, Wis., died recently at the home of his daughter in Adrian, Minn. He retired from active business several years ago. Two daughters survive.

## J. H. SHIER

J. H. Shier, 73, founder of Amlin, Ohio, and proprietor of a hardware store there, died March 9, after an operation. Two sons survive.

## J. JEROME BYRUM

J. Jerome Byrum, 55, vice-president of the Byrum Hardware Co., Ensley, Ala., died recently in a Birmingham, Ala., hospital. He is survived by two brothers.

## CARY L. FERRELL

Cary L. Ferrell, 40, well-known hardware merchant of Buna, Tex., died March 1. He was formerly with the Wilson Hardware Co. of Beaumont. A widow, a son and a daughter survive.

## HERMAN FORG

Herman Forg, 82, president and treasurer of the Peter Forg Manufacturing Co., Somerville, Mass., died recently in a hospital there. His firm specialized in sheet metal stampings. He leaves his widow and a son who is associated in the business.

## WALTER J. ZILL

Walter J. Zill, 66, store manager for the Badger Paint & Hardware Stores, Inc., died March 1 at a Milwaukee, Wis., hospital. He is survived by a daughter, four sisters and two brothers.

## JAMES MERTON CHASE

James Merton Chase, 60, associated for many years with hardware firms in Ithaca and Elmira, N. Y., passed away March 10. He was formerly connected with Barr Brothers, and with the retail and wholesale department of Treman, King & Co., Ithaca, and during the past four years with Barker, Rose and Kimble, Inc., wholesale firm of Elmira. He is survived by his widow, a son and three daughters.

## JAMES F. FARQUHAR

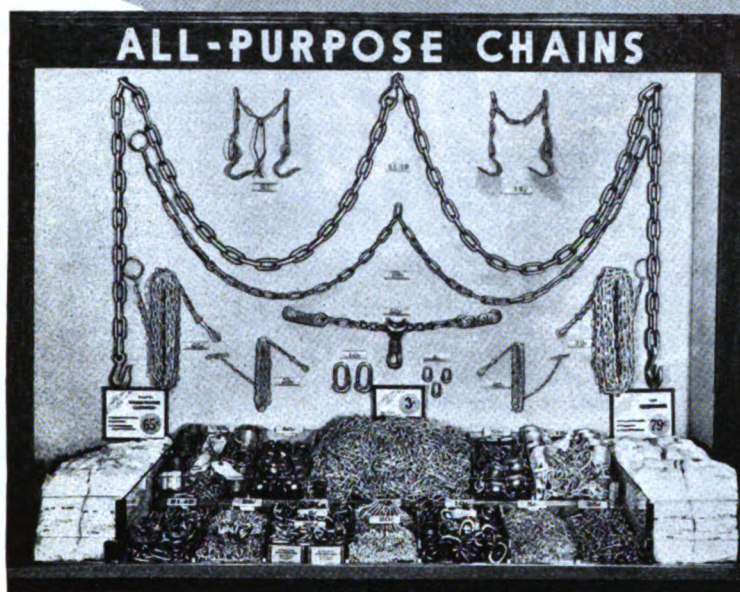
James F. Farquhar, veteran hardware merchant and member of Farquhar Brothers, Fort Covington, N. Y., died suddenly of a heart attack while walking from his home to the store, on March 5.

## WILLIAM G. LUCAS

William G. Lucas, 53, general manager of the Palmetto Hardware Co., Dillon, S. C., died March 11 after a brief illness. He had been engaged in the hardware business for 25 years.



# Feature these **ACCO CHAINS** for Bigger Spring Profits



Good April Leaders:—Breast Chains, Tie Outs, Repair Link Assortments, Lap Links

● Springtime is the time to display your ACCO Chain assortments.

Here is a timely suggestion for increasing sales and profits this spring: Make a display of ACCO Chains in your window—and have another display on a counter, near the cash register. Often customers need only to be

reminded of their chain requirements to start a sale.

Remember, every sale of ACCO Chain is a clean and profitable transaction. There are no finer chain specialties than those made by American Chain. And every buyer of ACCO Chain products means another satisfied customer for you.

**AMERICAN CHAIN COMPANY, Inc.**  
BRIDGEPORT, CONNECTICUT  
*In Business for Your Safety*

World's Largest Manufacturers of Welded and Weldless Chain

## ACCO CHAINS

For Every Purpose

EL-WEL-TRA TRACE CHAINS  
HEEL AND BUTT CHAINS  
WAGON CHAINS  
BREAST CHAINS  
HALTER CHAINS  
DOG CHAINS  
PLUMBER AND SAFETY CHAINS  
TIRE CHAINS  
TOWING CHAINS  
COIL CHAINS  
GENERAL PURPOSE CHAINS  
REPAIR AND LAP LINKS  
SASH CHAINS  
WELL CHAINS  
HOOKS, COLD-SHUTS  
TIE OUTS  
COW TIES  
STEEL LOADING CHAIN  
LOG OR BINDING CHAINS  
PORCH SWING CHAINS  
HAMMOCK CHAINS

•  
WEED

Bull Farm Tractor Chains  
For Low Pressure Tires  
**KEEP TRACTORS MOVING**



# ACCO *Packaged* CHAIN



# What's New

for Retail  
Hardware Stores

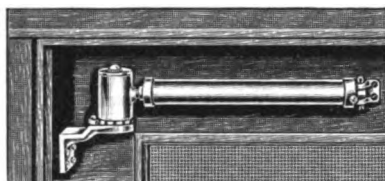
New and Improved Merchandise—  
Display Helps—Sales Literature—  
Window Trims—New Packages—  
—New Colors—New Deals—  
Catalogs . . . . .

## Horton Washers



Nos. 19 and 20 have redesigned modern octagonal cabinets. Are identical except in the wringer, No. 20 having the Horton four-roll wringer with automatic safety feature. Both models have inbuilt electric light, illuminating interior of tub and serving as a pilot light. *Horton Manufacturing Co., Fort Wayne, Ind.*

## Checking Door Closers



Type 25—suitable for screen, combination and light interior doors; type 125, with cushion shock absorber, for combination screen and storm doors. Features: pneumatic check control; heavy duty spring; adjustable spring tension; concealed spring; adjustable checking valve. Checking cylinder is of brass, other parts iron and steel.

Exposed parts finished in colored lacquer. *Chicago Spring Hinge Co., 1500 Carroll Ave., Chicago.*

## Sealerine

Sealerine is a reinforcing oil, which the maker states, makes painting easier, paint dry harder, cover more surface and wear longer. When used according to directions it is said to completely kill alkali or hot spots in plaster surfaces and to seal the pores in one coat. May be used for exterior wood priming, painting brick and stucco; priming and painting plaster walls and wall board; and priming under kalsomine. *Sealerine Products Co., 432 E. Lafayette St., Detroit, Mich.*

## Pocket Armor Cutter



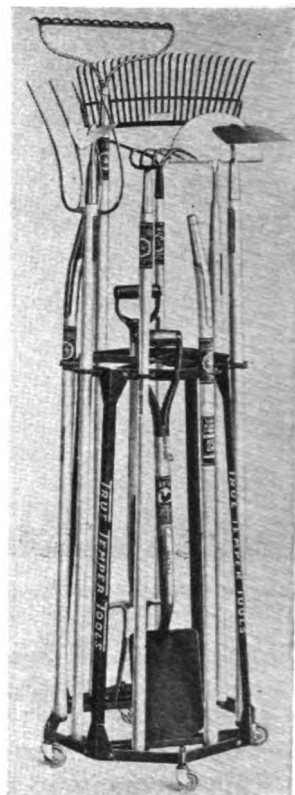
Drop-forged from Alloy steel. Backs of blades rounded to protect insulation. Makes clean cut. May be used for connecting up cab. boxes, switches, base plugs, splitting loom, cutting away metal lath, or any light flat metal. Weighs 8 oz. List price, \$2.00. Dealer discount, 33 1/3 per cent. *Utica Drop Forge & Tool Co., Utica, N. Y.*

## Metal Signs



Metal Plate—5 x 8 inches. Black lacquer background—white letters and border, stake attached. Types include, "Please Keep Off The Grass," "No Parking," "Office," etc. Suggested retail selling price, 15c. Dealer cost: 6c ea. in two doz. lots; 5c ea. in gross lots—F.O.B. *Clouser Bros., 100 Transportation Bldg., Indianapolis, Ind.*

## Tool Display Stand



Available to dealers cooperating in the sale of True Temper Tools of the Month for 1936. Of steel construction equipped with ballbearing caster—it is lightweight and has a broad base to prevent tipping. Requires about 21 x 21 in. floor space. Holds from 10 to 12 tools. Finished in black and gold and suitable for floor, window or sidewalk display. Price, \$1.00. *The American Fork & Hoe Co., Keith Bldg., Cleveland.*

## 1936 Fishing Laws

Twelve pages covering fishing laws in the 48 states, 9 Canadian provinces, Alaska and New Foundland. Gives seasons, size and catch limits, and license fees. Price 1c each, minimum order 100 copies. *Outdoor Life, 353 Fourth Ave., New York City.*



Now in all three types

## Proved by Experience

**the one important feature among all electric refrigerators  
—most important both to the user AND TO THE DEALER!**

◆ In 1927, after fifteen years of research, General Electric introduced the first sealed-in-steel refrigerator mechanism. General Electric engineers claimed it would revolutionize operating and maintenance costs of household electric refrigerators. It did! Its 8 year record for dependable year after year performance at low cost is unparal-

leled. It has saved refrigerator users hundreds of thousands of dollars. ◆ Basically unchanged, this famous G-E sealed-in-steel mechanism, product of the world's greatest storehouse of electrical knowledge, now has double the "cold" producing capacity and uses 40% less current! General Electric Refrigerators, of course,

have all the modern convenience features, but General Electric never forgets that dependable service and low operating cost, day after day, year after year, are what both user and dealer really want. General Electric dealers experience greater net profits through customer satisfaction and the elimination of costly service problems. General Electric Co., Appliance and Merchandise Department, Section HA3, Nela Park, Cleveland, Ohio.

**GENERAL**  **ELECTRIC**



ACCLAIMED THE WORLD'S



Five-burner Perfection High-Power modern cabinet oil range, one of twenty-three new High-Power models



*The mark of quality*

PERFECTION

• • HIGH

# MOST BEAUTIFUL STOVE

## *TO PERFECTION oil stove performance is now added MODERN design!*

**T**HE STURDY CONSTRUCTION and dependable performance of the Perfection line are known wherever oil stoves are sold. Now, Perfection adds modern beauty. Dealers and consumers, alike, acclaim this new range the world's most beautiful stove. Read these brief comments representing hundreds:

**FLORIDA:** "The new range stole the whole show and everyone acclaimed it the most beautiful they had ever seen regardless of gas, electric or what not."

**MICHIGAN:** "Wonderful ... beautiful ... away ahead of competition."

**NEW YORK:** "The range is far finer than pictures would indicate. It would be impossible to get into any picture of the range its many fine points."

**S. CAROLINA:** "The No. 879 is the finest range we have ever seen and it will sell as well as the old No. 559."

**NEBRASKA:** "The 'sensation' of the show was the new cabinet range. The comments were largely on its beauty, ease of keep-

ing clean, the large, convenient oven, the door for concealing burners, and the easy way to refuel the reservoir. The city women stated it was better looking than the natural gas stoves."

**MISSOURI:** "I've never had a Perfection yet I couldn't sell and this range is the best looking stove I've ever seen."

**INDIANA:** "The stove is a wonderful piece of workmanship."

**TEXAS:** "The most beautiful range of any type we have ever seen. It is a masterpiece."

**OHIO:** "Now you are going places. Send me one of those ranges quick!"

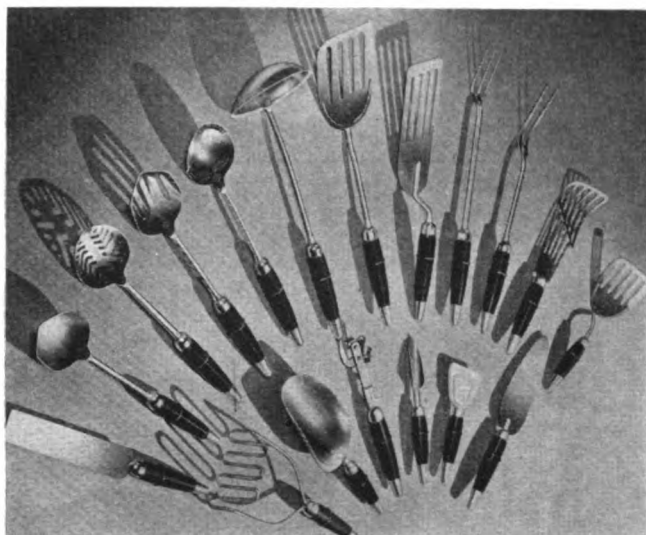
● Some stoves are good-looking only until you try to demonstrate them. Not so, these new Perfections. They are as modern in convenience as in appearance. A recent consumer survey confirms Perfection's established policy of placing all ovens at convenient elbow height.

Send for catalog showing the complete Perfection line.

**PERFECTION STOVE COMPANY • 7736-A Platt Ave., Cleveland, Ohio**

# POWER OIL STOVES

## Ritz Kitchen Utensil Line



Chromed with contrasting black Bakelite "Skyline" handle, tipped with polished aluminum, moulded into handle itself. Heavily plated to prevent rust and to facilitate cleaning. Maker states handles cannot come off, heat, break, chip or scar in ordinary wear; no paint nor enamel to come off; water cannot swell nor crack them. Has circular ridge on handle to insure firm grip. Also complete line of strainers in 14 sizes with same type handle construction. *A & J Kitchen Tool Co., 1949 North Cicero Ave., Chicago.*

## 1936 Roadmaster Bicycles



The new line offers a variety of ultra-modern, streamlined bicycles. The frame tubing is one inch in diameter high carbon steel, having flush joints throughout. The welding process used in the construction, the maker states, is the strongest yet developed, and adds strength to the frame and insures longer life. *The Cleveland Welding Co., Cleveland, Ohio.*

## Ingersoll Alarm Clocks

Ingersoll "Petite"—in either ivory and brass or black and chromium—easily read dial and hands. Has quiet movement; clear alarm bell; top shut-



off. "Daybreak"—black and chromium case—easily read dial and attractive hands. Bell-tone alarm. Suggested retail selling price of both models, \$2.25. "Call"—green curved back case with chromium trim, and black base. Two-tone dial. Pierced hands. Suggested retail selling price, \$1.25. Individual display cards furnished. If two or more of each style are ordered (not less than six clocks in all) the display (illustrated) is furnished free. *The Ingersoll-Waterbury Co., 30 Irving Place, New York City.*

## Cream Separator



Operates in milk bottle. Rubber disc seals the neck of the bottle, permitting the cream to be poured off the top without loss of milk. Separator consists of the disc and a wire handle. Quickly and easily inserted. Suggested retail selling price, 15c. *The Kremer-Pour Separator Co., Superior, Wis.*

## Watch Holder



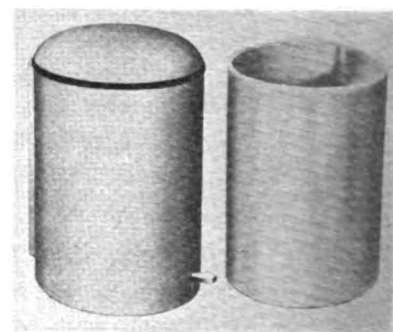
Has a variety of uses. Is of steel construction, deep blue gun metal finish. Can be made to fit any watch by bending top prongs. Holder attaches to object by means of specially designed heavy steel clip. Retail selling price, 15¢ ea. As an introductory offer, 10 holders free with each 100 lot. *Cobb's Watch Holder Co., 1203 Boylston St., Boston, Mass.*

## Model Airplane Kits



The "Mr. Mulligan," Hawk P6-E, and Folder D-7, are 20 in. models of the easy to build and easy to fly type. Complete but for cement and coloring. List price 50c. *Cleveland Model Supply Co., 1866 W. 57th St., Cleveland.*

## Sanette Deluxe



Of streamlined design—turret top and chromium-plated beveled foot pedal. Has enamel finish; balloon-type rubber silencer. Operating mechanism is concealed. Available in 10, 12, 14, and 20 qt. size and also with chromium-plated covers. An all-chromium cover furnished in 14-qt. size only. Colors are: green, ivory, white, red, and black. Waste paper basket to match Sanette in finish, color and design, also available. *Master Metal Products, Inc., Buffalo, N. Y.*



# Get THESE SALES and GET FAR GREATER PROFIT!

*The*  
**OHLEN-BISHOP**  
*Company*  
"MASTER SAW MAKERS SINCE 1852"  
**COLUMBUS OHIO**  
**FOUR STAR SAWS**

This FREE Display Board Flashing These Fine Saws to Your Customers Will Do It



1936-M.  
Lightweight taper ground, bevel filed, correct balance. New popular style handle.

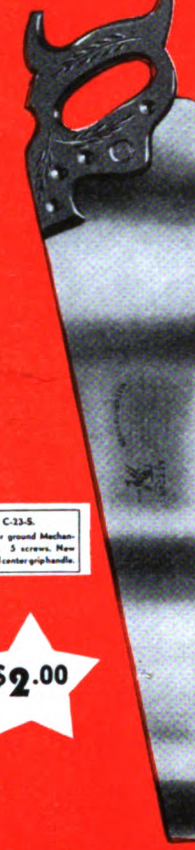
**\$1.75**

B-5-S.  
Most popular style Mechanic's Saw. Full taper ground, Applewood handle. 5 screws. America's greatest saw value.

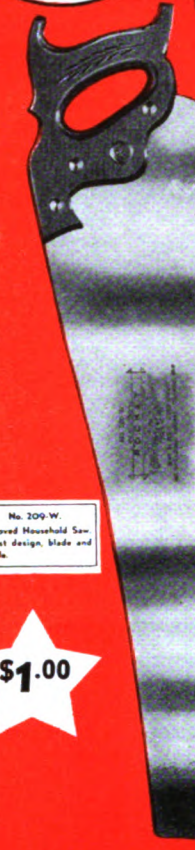


**\$3.00**

C-23-S.  
Full taper ground Mechanic's Saw. 5 screws. New perfected center grip handle.



**\$2.00**



No. 209-W.  
Improved Household Saw. Latest design, blade and handle.

**\$1.00**

ORDER TODAY—USE COUPON BELOW

**1852 EIGHTY-FOUR SUCCESSFUL YEARS OF FINE SAW MAKING 1936**

**H**ERE are the biggest possible values you can give your customers—and you can prove it to yourself by any comparison. Perfect steel—excellent workmanship and finish. Dealers everywhere are displaying them and making quick sales. Get your share. Order your stock NOW!

An ideally balanced stock—3 each of the above saws (bringing display board FREE).

**Retail Price**      **\$23.25**  
**Your Cost**        **\$14.53**  
**Your margin**      **\$8.72**  
**YOUR MARK-UP**    **60%**

**FREE—With no obligation—the Ohlen-Bishop "Cost and Profit Indicator." Check your profit on every item you sell. Use coupon to order.**

The OHLEN-BISHOP CO.  
COLUMBUS, OHIO  
Manufacturers of Fine Saws Since 1852

**QUALITY SAWS at a GREATER PROFIT!**

Note This Difference:

(50%—You Real Maximum Mark-Up)  
**60%—YOUR MARK-UP**  
—THE OHLEN-BISHOP

**THE OHLEN-BISHOP CO., Columbus, Ohio**

☐ Send, at no obligation to me, the "Cost and Profit Indicator."

Ship immediately, through my jobber named below, the display stock of 12 Hand Saws—Price \$14.53.

Name .....

Address .....

Jobber .....

Address .....





### Loma Display Material

The illustration suggests a possible window arranged with free Loma plant food display material, consisting of 3 large window stickers, lithographed in vivid colors; 5 colorful reversible store banners; 1 cardboard counter easel; 1 price card with complete instructions for using; 3 small window price cards; quantity of leaflets. Also sheet showing available mats and electros. Loma, 61 Broadway, New York City.

### Display Rack Assortment

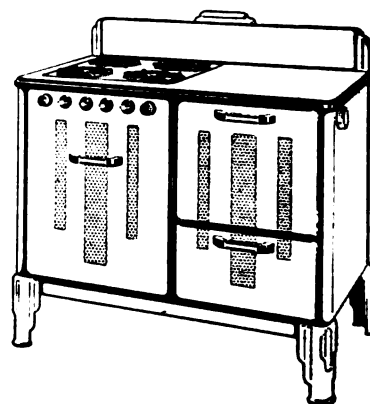


Features KVP household papers. Each assortment contains the 12 rolls, illustrated, and at no extra cost, includes 6 boxes and 12 sample bands of pie tape; 12 Boilproof Paper Dish-rags; 3 show cards, and an assortment of colored circulars for distribution. Kalamazoo Vegetable Parchment Co., Parchment, Mich.

### Coleman Safety Ranges

1936 line is distinctive in style, line and coloring. Maker states features are; improved Band-A-Blu Burners—clear and smokeless flame; wider range of cooking heat which can be instantly regulated as desired; positive quick action valves which open or close with a

half turn. Twin generators make it possible to operate the oven and surface burners independently. Concealed fuel tank is of Everdur metal which is rust-proof. Oven is insulated with



Rock Wool. Has drawer-type broiler. Closed cooking top conceals the manifold. Porcelain enamel finish. Valve handles are colorful and modern in design. Coleman Lamp and Stove Co., Wichita, Kan.

### Nu-Way Mouse Trap

Is made with a safety trigger to prevent trap from going off in hand. Suggested retail selling price is 3 for 10c. Handy Mouse Trap, without safety-trigger, retails at 2 for 5c. Both are set automatically. Booth Mfg. Co., Cainsville, Mo.



### Stainless Enameled Ware

Features are: acid-resisting white linings; stainless steel "flavor-seal" covers and modernistic bails; style-molded knobs and handles; flaring bottoms. The 6,000 series has ivory-white lined stainless steel covers; 7,000, has white and white stainless steel covers; 8,000, has white and white

enameled covers. Six opening stock deals available. Dealer's discount, 33 1/3 per cent. New line has been introduced with a "Select-a-Price" merchandising plan and, as a kitchen ensemble, matched with a new snow white and black trim combination in the Garden Girl Japaned ware, as illustrated. National Enameling and Stamping Co., Milwaukee, Wis.



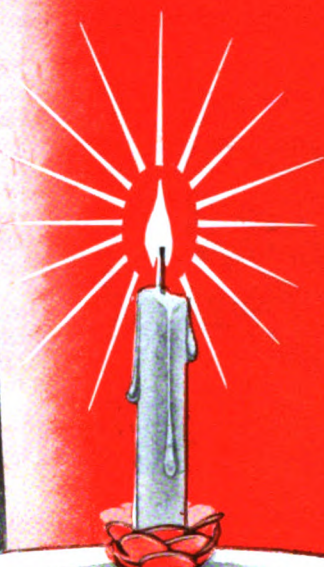
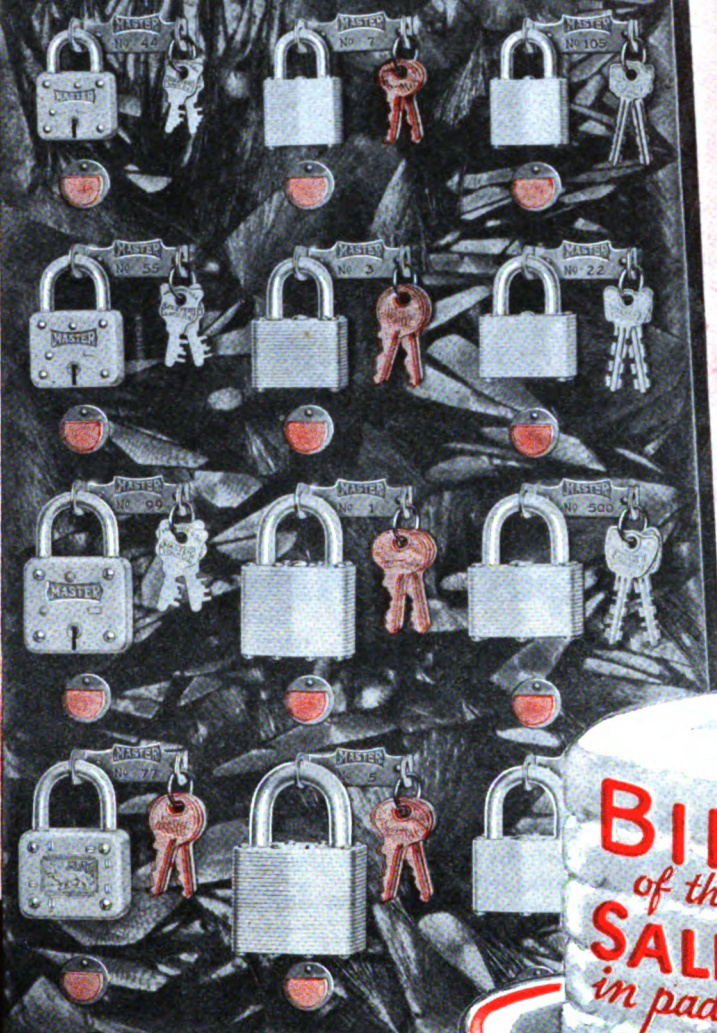
**QUALITY**



No 407 Sales Display

**FREE**

with the purchase  
of these 12  
**Fastest Selling  
Master Padlocks**



**BIRTHDAY**  
*of the most powerful*  
**SALES DISPLAY**  
*in padlock history*

**Master Lock Co.**

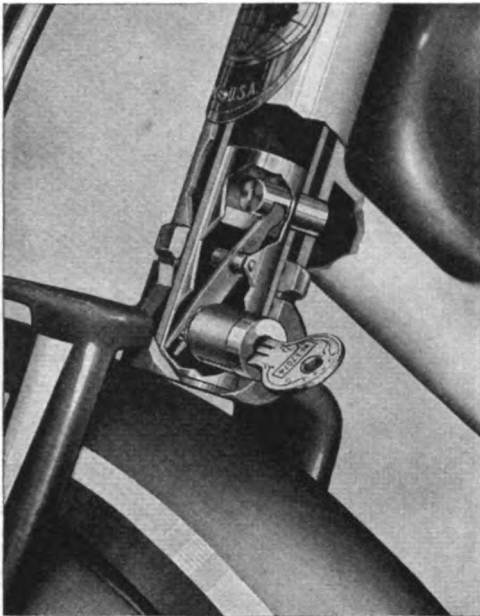
*"World's Largest Exclusive  
Padlock Manufacturers"*

MILWAUKEE, WIS., U.S.A.

This Master free sales display No. 407 is a year old this month—as time is measured, just a "youngster." But as sales are measured, it's every inch a giant sales producer for dealers . . . and was from the very start.

Join this birthday celebration by (1) checking your stock, (2) by keeping this display filled with these popular fast sellers, (3) by ordering additional displays for your windows and other parts of your store.





### Bicycle Lock

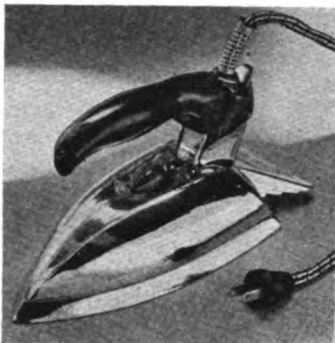
Cyclelock — Locks front wheel and fork securely at an angle, which prevents the bicycle from being ridden or wheeled. Yale lock actuates the locking bolt. Housed in front fork crown and base of fork stem, where metal is heaviest and strongest. Bolt projects into lower frame. Key plate is visible only when fork is turned at a sharp angle. May be fitted to all new series Schwinn bicycles and also to older models. *Arnold Schwinn & Co., 1718 N. Kildaire St., Chicago.*

### Screw Driver Assortment



W2X—2 each of 18 sizes of Nu-Grip "two-handed" screw drivers packed in this display, free with an order for one complete assortment. Device in front of display enables customer to test the turning power. Blades are of molybdenum alloy steel, polished—held in handle 4 in. with corrugated fins to prevent turning or loosening in handle—polished drawn steel ferrules. Handles of northern birch, natural finish, six coats of transparent lacquer. List price of assortment, \$17.70; dealer cost, \$11.80. *The Irwin Auger Bit Co., Wilmington, Ohio.*

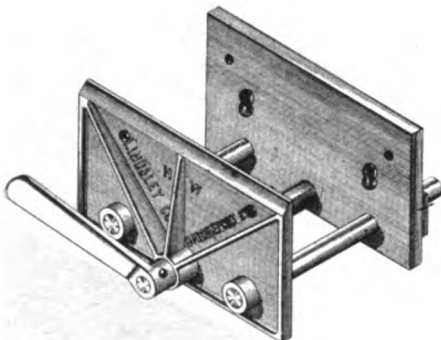
### Lady Dover Iron



Has open-end handle, said to be specially designed to fit the curve of the hand. Allows full length of iron to operate inside of sleeves and other hard-to-reach places. Has super-speed heat, temperature control, large-sized ironing surface and is hermetically sealed. *The Dover Mfg. Co., Dover, Ohio.*

### Quick-Acting Workshop Vise

This wood vise, it is stated, has an entirely new principle of operation, incorporating a direct mechanical progression, producing a positive and immediate grip on stock placed in jaws.



Handle is parallel to floor and out of way, when in use. Attaches to bench

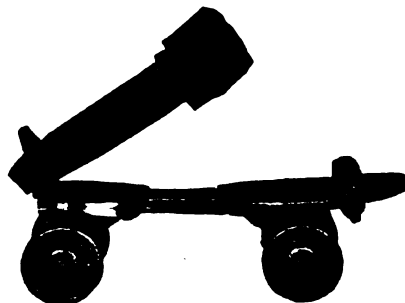
with four screws. It is said that half turn of handle will lock and hold work securely. According to the manufacturer the jaws are machined from finest gray iron and steel castings; has steel screws and guides; has unbreakable malleable handle heavy and strong enough to stand any use. Jaws, 7 x 4 inches—open to 4 3/4 inches. Weight, 6 lbs. Holes drilled for attaching of wood faces when desired. *Lindsley Mfg. Co., 718 Crescent Ave., Bridgeport, Conn.*

### Locker Catalog

Contains complete locker information showing all standard styles and sizes. Illustrates and describes new line of lockers. Sixteen pages, printed in three colors. *All-Steel Equip. Co., Aurora, Ill.*

### Winchester Skates

No. 3735—Girder frame construction; double-row ball bearing rolls, combining free wheeling and long wear. Toe plate



is built with extension riveted to the plate and has foot-fitting curve. Heel plate is one piece of steel with high, flared back. Full nickel plate finish. Tan leather straps and sheepskin ankle pads. Extends from 8 to 10 1/2 in.; clamp extends from 25/16 to 3 1/2 in. Packed in carton. No. 3535 has modified girder type frame with bridge con-

### Pipe Manufacture

Bethlehem Folder No. 345—illustrated—covers the subject of pipe manufacture from the standpoint of quality. *Bethlehem Steel Co., Bethlehem, Pa.*

### Rubber Novelties

Catalog on rubber balls, inflated toys and novelties. Illustrated in color. *Miller Rubber-Toy Division of The B. F. Goodrich Co., Akron, Ohio.*



struction; foot plate reenforced with sturdy flange; live-rubber shock absorbers; split-back heel plate design; single-row ball-bearing rolls with double tread for long wear. Extensions same as No. 3735. Bright finish. Tan leather straps. Packed in anti-tarnish, anti-rust paper. *Winchester Repeating Arms Co., New Haven, Conn.*

*"I sure found out..."*



*...you CAN rely on*

## **GLIDDEN for Sales Building Ideas!"**

● Making money in the paint business is largely a matter of using plain, everyday horse sense.

The first and most obvious thing is to pick a line of unquestioned Quality—a line that has proved itself over a long period of years—a line with a reputation.

Then look into what you get *in addition*.

That *plus* thing—that *extra* something—must be more than a big national advertising campaign, *more* than a cut service and some mats for your local paper.

That *extra* something is what I got in the Glidden proposition.

Glidden came to me with a real merchandising plan that would not only bring people into my store—but would also *bring them back again*. And Glidden was absolutely confident their plan would increase my paint sales!

All I had to do was try it out. That would positively give me the answer—and boy, *I Sure Found Out!*

I wouldn't swap my Glidden line and my Glidden business for any other line that's going—and I mean just that. I'm making money—have been *every* year since I started with Glidden. And *you* can, too, if you'll give the Glidden proposition a fair trial!

THE GLIDDEN COMPANY • Cleveland, Ohio

# **GLIDDEN PAINTS**

Paints  
Varnishes

*Everywhere on Everything*

Lacquers  
Enamels



## Disston Saw Display



Lithographed in yellow and black and supported by back easel. Contains one item each of ten, comprising Disston Unit No. 236, which contains ¼ doz. each of four Keystone Compass saws, 12 and 14 in., to sell at 49c and 54c each; ½ doz. each of two Keystone

blades, 12 and 14 in., to sell at 22c and 24c each; ½ doz. each of two Quaker City Compass saws, 12 and 14 in., to sell at 33c each; 1/3 doz. Nest Saws, two at \$1.25 each and two at 66c each. Total consumer value, \$16.72; dealer's cost, \$11.20. *Henry Disston & Sons, Inc., Philadelphia, Pa.*

## Key Making Machine



Equipped with micrometer for cutting code keys as well as duplicate keys. Said to assure precision cutting. Simple to operate. Guaranteed. Dealer's cost, \$35 f.o.b., and includes one gross assorted keys, one set guide keys, one complete code book, one cutting wheel and one saw slotter. *The Kline-United Corp., 1223 W. 6th St., Cleveland.*

## Crystolon Oilstones



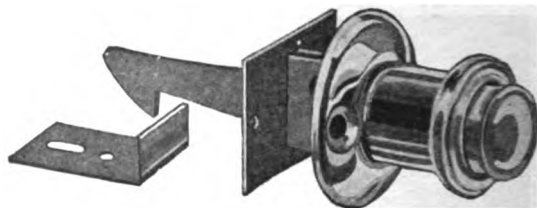
## Crystolon Oilstones

This new line of Silicon Carbide oilstones has been added to the line of Norton Abrasives. Crystolon is supplied in all standard sizes of bench stones, combination stones and round edge slips. Oil saturated at the factory. May be used either dry or with additional moderate applications of oil. Attractively labeled and boxed—identified by scarlet lettering against a pearl grey background. *Behr-Manning Corp., Troy, New York.*

## Mirrored Containers

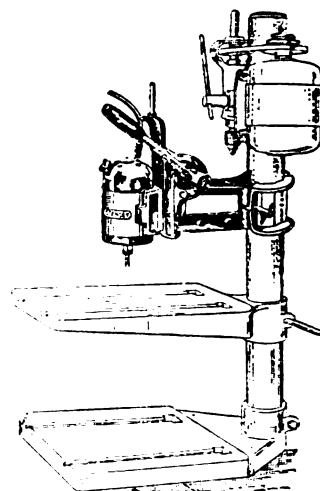
Offered in a variety of sizes that may be used either for artificial or cut flowers or for miniature gardens or plants. Outside is of grooved metal,

## Cupboard Push Catch



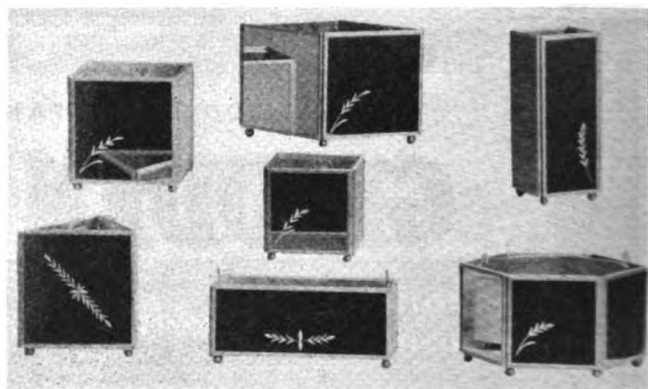
This Push Catch for cupboard doors is of heavy construction; outside parts of heavy pressed brass. Furnished is nickel plate, dull nickel plate, sand blast, brushed brass, antique copper and electro hower barff finish. Length overall, 3½ in., diameter of escut., 17/16 in. Packed in boxes of 1 doz. with screws. *Wayne Mfg. Co., 5247 Western Ave., Detroit.*

## Router Overarm



Converts a homeworkshop drill press into a high-speed wood router. Can be fastened to any such press to hold the Stanley 18,000 r.p.m. router-shaper motor. Attachment is easily made. One-hand control lever allows several operations to be performed, using only one hand. *The Stanley Electric Tool Division, New Britain, Conn.*

platinum finish with removable bottom. Metal water-tight, removable insert is provided. Available in plain, blue and etched glass. *F. & F. Novelty Co., 116 W. 28th St., New York City.*







**NEW PACKAGE AT THE 25¢ PRICE**

**23 million messages**

**GOOD HOUSEKEEPING...BETTER HOMES AND GARDENS...FARMER'S WIFE... AND NATIONAL PAINTERS MAGAZINE**

# Spring-Cleaning SEASON

**your Golden Profit Opportunity... is here!**



Spring Cleaning calls for new methods. Modern homes (and painters, too) demand DIC-A-DOO Paint Cleaner. "No Rubbing—No Scrubbing. Just put it on—then wipe it off."

No wonder it's a fast growing seller. The new attractive package at the new 25c price will bump sales all the more. Also National Advertising now both Spring and Fall. It carries a long profit—brings women into your store. Stock up now, have it on display—be all set for a bigger Spring Cleaning Season.


Ask your jobber about the Special Assortment offer that gives you a 50% mark-up.



**DIC-A-DOO Paint Brush Bath**

Keeps brushes new. Restores old "hard" brushes. Quick 5c seller; now also in large 10c size.

2 doz. packages in self-selling display container.



**Dic-A-Doo Paint Cleaner**

A modern household necessity... used by many painters, too. Big, non-competitive seller. 1 lb. pkgs., 5 lb. bags, 20 lb. pails, 25 lb. bags.

**Rex Wall Size**

Highest grade and best known. Cold water size. Convenient, attractive 1 lb. packages, and bulk.

**Rex Dry Paste for Wallpaper**

Pure white. Easiest and quickest to mix in cold water. Sure to stick. Leading seller for 20 years.

**DISPLAYS and SAMPLES** 7

**MAIL THE COUPON TODAY**

PATENT CEREALS CO. Dept. H-21 GENEVA, N.Y.

Send supply: free give-away samples Dic-A-Doo, Circulars and displays. (Check here ☐ if you also want Brush Bath Display.)

NAME .....

ADDRESS .....

CITY .....

JOBBER'S NAME .....



# Selling Is the Thing

(Continued from page 31)

contact with the store and its wide selection of goods needed in every home. All payments are made at the rear of the store which requires passing the entire main floor display and the wide open stairway leading to the housewares basement, brilliantly lighted.

Other specials on china sets include a 76 piece set at \$12.95 (95 cents down and 50 cents a week); and cash price offers of sets at \$1.98 for 22 pieces; \$3.48 for 32 pieces; \$3.98 for 32 pieces and \$45.00 for a better grade 95 piece set. In the medium and better grade sets, open stock patterns are featured but not in the lower priced groups.

Until 1930, the basement had been an auxiliary stockroom used for emergency warehousing. That year a stairway was built up front and a complete and efficient lighting system installed. The basement was converted into a display

and salesroom for a really complete stock of housefurnishing items. One girl and the man in charge of this department are kept busy all day. On Saturdays or during a special promotion one or two extra girls are hired, as the basement has been very popular with Lima women to the extent that at least 30 per cent of the store's entire volume comes from sales made in the basement department. Whereas previously it was a rent liability, it is now a sales asset, giving more and badly needed room for the display of hardware, paints, etc.

The success of the basement experiment led to the development of the second floor as a sales room for wheel goods, stoves, ranges, refrigerators, and many heavy or bulky items for which there is not room in the basement or the main floor. An elevator (or convenient staircase) takes

customers to that upper floor. While it is not as active as the basement or main floor it accounts for about 20 per cent of the store's total volume in dollars and cents, due partly to the fact that most of the items on display there run into a little more money per item than do the goods on the other two selling floors. A mezzanine features a skeleton line of these heavy and bulky items sold on the second floor which is also used for an all year toy department.

The Jones Hardware Co. is not a price cutting store, but it will either meet local competition or stop handling the goods involved. The store will absorb part of its normal margin to meet a price, considering it good business and good advertising to do so. But if the price to be met is so low that it represents a net loss, the goods are discontinued. Occasionally Mr. Sweger has gotten into a competitive fight with drug store and grocery store chains by retaliating with a special sale on drug store and/or grocery store items. Usually he makes them squeal and this leads to having them stop using regular hardware lines as bait or loss leaders. For example, he offered popular brands of pipe tobacco and soap at prices well below the current local chain store offers in retaliation for similar treatment on staple hardware lines. As a result, the local chain managers have a wholesome respect for Mr. Sweger and the Jones Hardware Co.

As a result of these concentrated buying practices and active selling methods, the Jones Hardware Co. in 1935 sales were only 3 per cent below the 1929 total.

The Jones Hardware Co. has fifteen employees, of whom ten are actively selling at all times. R. P. Jones, president of the firm, also take an active hand in selling.

Last year Mr. Sweger was president of the Ohio Hardware Association. During his term of office in that trade body, he stressed in all of his official talks, the vital need of hardware dealers concentrating their buying and devoting the major part of their time, talents, and energies toward the selling job where the money is made.

## Another approval of our Policy!

**A SWORN STATEMENT OF POLICY FOR STAR HACK SAW BLADES**  
Filed With Every Retail Hardware Association in the United States of America

**WE SELL**  
Star Hack Saw Blades exclusively through Distributors and jobbers.

**WE DO NOT SELL**  
Star Hack Saw Blades on any other basis of patronage, including bulk, new blades to Chain Stores or Mail Order Catalog Houses.

**WE NATIONALLY ANNOUNCE**  
discontinue and refuse to sell which are in this with respect to other distribution or jobbers.

**WE KEEP FAITH**  
with Retail Hardware Dealers who for many days have been without representation and confidence in our Policy of selling Star Hack Saw Blades.

**CLEMSON BROS., INC.**  
MIDDLETOWN, N. Y.

**Clemson Bros., Inc.,**  
MIDDLETOWN, N. Y.  
December 27, 1935.

Gentlemen:

You may need to complete information and jobber prices on Star Hack Saw Blades as we are considering handling your line during 1936.

The policy of your company, we feel, deserves the support of the hardware jobbers, and we are glad to lend what support we can to making it a success.

Very truly yours,  
R. P. Jones  
President, Ohio Hardware Association

**"THE policy of your company, we feel, deserves the support of the hardware jobbers, and we are glad to lend what support we can toward making it a success."**

Star "Moly" hack saw blades are sold *only* through established distributors.

**CLEMSON BROS., INC., MIDDLETOWN, N. Y.**



## Modern Lighting

(Continued from page 36)

mounted above the merchandise and concealed. Merchandise in wall cases or on open display racks or shelves on the walls can be shown to best advantage when additional light is thrown on it. This may be supplied by tubular or regular lamps mounted at the top of each shelf or set of racks and concealed from view by an overhanging ledge. Best results will be secured if small angle reflectors are used, because these direct the light where it is needed. Another method of lighting shelves is to mount a projecting light trough at the top of the highest shelf so that the light is directed downward and in toward the merchandise displayed.

A special display on a counter or island table may be lighted by spotlight or floodlight, usually mounted above the display and partially concealed, if possible, by a column, rafter, or perhaps by the end of a wall case. Care should be taken that the beam of light is so directed that it will not shine in the eyes of customers.

### Maintenance

The proper maintenance of lighting equipment is a matter that is often neglected. Perhaps it is not universally understood that dust and dirt on lighting units materially reduce the light output. This means that many store owners are not getting the full benefit of the light they are paying for. A regular schedule of cleaning should be established if best results are to be obtained. Local conditions will determine the frequency with which equipments should be cleaned—where there is a great deal of soot or dust in the air cleaning will be necessary more often than in localities where the air is relatively clean.

The day when the merchant could think of lighting as a non-productive expense is passed—at the very least, good lighting is a service to the customer; at the best, it is a positive selling force of as much importance as salesmen and saleswomen.

MARCH 26, 1936

## MAKE THAT **Extra** PROFIT IN 1936

Here Are the Facts... Briefly Told...  
About "Extra Profit" for You in 1936:

... a market that's a "natural." Right in your own territory there are hundreds of farm women who want a power washer. The need exists... as increasing sales of gasoline-powered washers prove... a need that you can fill profitably in your community.

... a product that's accepted. Farm women are "sold" on the power washer idea when they see a washer equipped with a Briggs & Stratton 4-cycle Gasoline Motor. More than 500,000 already in use prove their acceptance in the farm field. Washer builders, too, recognize the rugged construction and mechanical excellence of the Briggs & Stratton motor.

... regular helps to more sales. Leading national and state farm papers each month carry Briggs & Stratton advertising; and convincing sales literature helps you to develop prospects and make sales.

... backed by a nationally known organization. The Briggs & Stratton 4-cycle Gasoline Motor is the finished, fully-perfected product of the Briggs & Stratton Corporation, a nationally known, substantial, long-established manufacturing company.

There's "extra profit" for you in these facts — money to be made just by making sure that the farm washers you sell are powered by Briggs & Stratton Gasoline Motors. Write your washer manufacturer for details.

BRIGGS & STRATTON  
CORP.  
Milwaukee, Wis.



Keep in constant contact with your prospects. Colorful display posters, folders for general distribution, other sales-producing literature — always available. This material is Free. Write for your supply.

**BRIGGS & STRATTON**  
EASY STARTING **4 CYCLE** DEPENDABLE  
**GASOLINE MOTORS**

USED BY NEARLY ALL WASHER MANUFACTURERS



# Connecticut Dealers Oppose Thirty Hour Week; Additional Taxes

**C**OSTS, merchandising, retail and wholesale prices, the relation of the retailer to the wholesaler and of both to the manufacturer, the advantages of advertising, and the problems of competition were discussed at the 33rd annual convention of the Connecticut Hardware Association held March 3 and 4 at the Hotel Bond in Hartford.

Opposition to the 30-hour work week bill and to any other laws which may add to taxation, and a suggestion that government expenditure be curtailed, were expressed as the spirit of the convention in the resolution adopted. Other resolutions declared that the government should not enter further into competition with private business, and that disapproval should be expressed toward those manufacturers who use retail outlets.

The convention was enlivened by a banquet Wednesday evening and a luncheon Thursday.

Gordon H. Marvin, New Haven, was re-elected president for the coming year—the first man to hold that position for two consecutive years. Other officers were: George W. Stuart, Thompsonville, first vice-president; Charles G. Lindquist, Bridgeport, second vice-president; Charles F. Freeman, Branford, re-elected secretary; and Herman W. Morse, Meriden, was re-elected treasurer for the tenth consecutive time.

Directors for one year are: Fred T. Bish, Jr., South Manchester; Henry Mark, Ansonia; Carl Raven, Meriden, and Clinton Welch, Westport. Those named for two years are: L. E. Wheeler, Seymour; J. L. Palmer, Wallingford; Fred Wilcox, New Haven; and Lester Hayward, Middletown. Those for three years are: S. Howard Hascall and William B. Welden, Simsbury; Charles F. Sanders, Norwich, and Charles Tenstedt, Rockville.

The convention opened Wednesday at 1 o'clock, with singing led by George Phelps, followed by the president's message, reports, and committee appointments. During the afternoon there were speeches by:



**H. W. MORSE**  
Treasurer



**G. H. MARVIN**  
Re-elected President



**CHAS. F. FREEMAN**  
Secretary

H. M. Swain, vice-president, Irwin Auger Bit Company, Wilmington, Ohio; Rivers Peterson, editor, *Hardware Retailer*, Indianapolis, Ind.; William G. Steltz, president, Supplee - Biddle Hardware Co., wholesale, Philadelphia, and D. W. Northup, president, Henry G. Thompson and Sons Company, New Haven.

Mr. Swain, with "The American Institute of Fair Competition" as his topic, emphasized the importance of that organization, and said that the unethical practices of some manufacturers make it difficult for hardware dealers to meet competition.

Mr. Peterson declared that we never shall reach a time when chain stores and mailing houses will pay the same price as the retailer, and expressed his opinion that eventually the retailer will select wholesalers whose requirements for their dealer patrons are strictest, inasmuch as this will mean that the wholesaler will be able to operate more economically.

Speaking on "The Wholesaler's Viewpoint," Mr. Steltz urged retailers to meet the challenge before them, and pointed out that the wholesaler should help the retailer to sell, rather than to load him up with excessive stock.

The manufacturer's point of view was taken by Mr. Northup who agreed with Mr. Swain that unfair competition comes when the manufacturer gives chain and catalog houses secret rebates.

Speaking on "Competition of Methods" at the Thursday session, Rivers Peterson said, "Although we can meet a product of chain stores or catalog houses quality for quality and price for price, they can still outsell us because they have a program for making it more appealing than we, who are not display experts, have."

Frank Watts, New York City, vice-president, Bennett, Watts, Haywood Co., publishers of *Electrical Dealer*, spoke briefly on the importance of carrying a line of major electrical utility appliances in hardware stores, and suggested methods of merchandising.

The program was brought to a close by Joseph M. Kennedy, sales manager, Bigelow & Dowse Co., wholesale hardware, Boston, who stressed the need for cooperation between wholesaler and dealer in an attempt to build the business up to the status it held 15 years ago.

Committees appointed for the ensuing year were: Resolutions, E. M. Walsh, New Haven; Allyn Fuller, Canaan, and Charles Lindquist, Bridgeport; auditing, Harry Mark, Ansonia; Gordon W. Marvin, New Haven; George W. Stuart, Thompsonville, and J. R. Burghoff, Wallingford; legislative, Robert Seaman, South Manchester, and Walter R. King, Willimantic; suggestions, David Blumenthal, Danielson, and Burton Morrison, Torrington; nominating, Charles Young, Windsor Locks; Charles F. Sanders, Norwich, and Fred Wilcox, New Haven.

**RENTED ONE SPEED-O-LITE  
FLOOR SANDER 135 TIMES  
AT AN AVERAGE RENTAL OF  
\$5.00, INCLUDING SANDPAPER**

**Read this interesting letter:**

"In May, we purchased a Speed-O-Lite Floor Sander for rental purposes. Up to the date of writing, this machine has been rented approximately 135 times with an average rental, including sand paper, of \$5.00. The only replacement part necessary in that time was a fan, broken through carelessness.

"This rental service, in addition to bringing new and more customers to the store, resulted in sales of finishing materials that have exceeded the rental return.

"We are enthusiastic as to the rental possibilities of the Speed-O-Lite machine and have accordingly purchased another which is well on its way to a similar or even better showing."

Very truly yours,  
**CANBY C. MAMMELE, INC.**  
13 & 15 E. 4th St.,  
Wilmington, Delaware.

(Signed) R. H. Peoples.



Sold  
Complete  
and  
Guaranteed  
For One Year  
Including  
Motor

**Start Your Rental Profits NOW**

Right now while people are considering cleaning and beautifying their homes and floors is the time to rent sanders. Join the rapidly growing army of happy dealers who never thought there was so much money in sander rentals. The quicker you get your sander the quicker your profits will start. We supply you with Special Sales Helps and co-operate with you in every way. Our machine costs less than most dealers suppose and our terms are easy. Mail the handy coupon now—full details will be sent immediately.

**Note These Special Features:**

**1 EFFICIENT.** Puts a ball-room finish on floors no matter how badly they are worn, warped or marred.

**2 LIGHT WEIGHT.** Easily carried by one man—may be operated successfully by any inexperienced person.

Dealer's  
Sales Helps  
FREE

**5 BUILT—**with ball-bearings throughout, eliminating internal friction and wear, adding years of life to the machine.

**3 SURFACE—**right up to the quarter-round, a feature not found in other machines, minimizing hand work.

**4 MOTOR.** Constant speed, high torque, ball-bearing. Guaranteed against burn-outs.

We Cooperate  
With Every  
DEALER

**LINCOLN-SCHLUETER FLOOR MACH. CO.,**  
212 W. Grand Ave., Chicago, Ill.

Please send us full information covering the new SPEED-O-LITE SANDER. ☐ Interested in time payment plan.

Name .....

Address .....

City ..... State .....

MARCH 26, 1936



**Buckeye  
Pioneers Again**

**F**ROM the very start of the Buckeye business more than a third of a century ago we have pioneered in improvements on aluminum cooking utensils. Buckeye was a pioneer in the use of the square bead and now this popular feature is a part of the Buckeye "Real Solid" line.

**B**UCKEYE "Real Solid" utensils are easy to sell. Consider the advantages of the line—substantial, 20 gauge weight stamped on the bottom of every utensil; pure sheet aluminum; guaranteed workmanship and material; the Good Housekeeping Seal of Approval—and now the square bead.

Ask about our interesting dealer plan.



MANUFACTURED BY  
**THE BUCKEYE ALUMINUM CO.**  
**WOOSTER, OHIO**

For Thirty Years Manufacturers of Aluminum Cooking Utensils



# New England Convention Attracted Crowd of 1200

**D**ISCUSSION of chain store competition was a prominent feature of the forty-third annual convention of the New England Hardware Dealers Association, held at the Hotel Statler, Boston, Mass., March 11 to 13. The attendance, estimated at 1200, was large, with an official registration of well over 600. "Causes and Cures of Today's Competition" was the convention theme.

Officers elected at the closing session were: Frank M. Peterson, Worcester, Mass., president; Arthur W. MacFarland, Wollaston, Mass., first vice-president; W. A. Thompson, Lowell, Mass., second vice-president; Miss Calvina Nichols, Dorchester, Mass., treasurer. G. C. Small was reappointed secretary. The following board of directors was also elected: For three years—John T. Skolfield, Gardiner Me.; Lincoln King, Portland, Me.; John Swanson, Portsmouth, N. H., and G. Ernest Bell, Stoneham, Mass. For one year, Lucius Chandler, Newton Centre, Mass.

A question box period began each session, with Past President Robert Russell, J. Russell & Co., Holyoke, Mass., usually conducting this feature.

"Preferential Prices" was the theme at the opening session Wednesday morning, with President H. S. Chadbourne, Milford, Mass., in the chair. Singing was followed by invocation offered by Rev. L. W. West, of the South Baptist Church, South Boston. Included in the president's message was the suggestion to "Get Out and Mix." His message also advised fighting to preserve business, and touched on the organization of cooperative dealer groups. He closed with a suggestion to follow the Golden Rule.

Twenty-five Year Club certificates and badges were presented, to which 77 members were eligible.

Daniel W. Northup, president, Henry C. Thompson & Sons, New Haven, Conn., spoke on the preferential price situation, and he emphasized the importance of the



**F. M. PETERSON**  
New President



**G. C. SMALL**  
Secretary



**H. S. CHADBOURNE**  
Retiring President

American Institute of Fair Competition as a means for solving the problem of unfair price advantages. A definite, published sales policy on the part of manufacturers was advocated, and dealers were urged to stand by manufacturers who do not discriminate against them.

William Thompson, Thompson Hardware Co., Lowell, Mass., in discussing "A Policy for Hardware Dealers," noted the need for specific knowledge, and referred to the extension of preferential prices with which the hardware dealers cannot compete. In closing, he read the merchandising policies for hardware dealers, as adopted by the N.R.H.A. board of governors.

Joseph Plumb, of Fayette R. Plumb, Inc., Philadelphia, in speaking on "Manufacturers' Discounts, Rebates and Allowances," also noted the preferential prices to chain stores and mail order houses. To meet competition, Mr. Plumb suggested shopping the chain and mail order stores and checking their prices. "Equalize your margin so that the loss leaders and the others will make a profit." The speaker praised the American Institute of Fair Competition.

At the Wednesday afternoon session, during the question box period, it was suggested that the American Institute of Fair Competition prepare a card, listing the members, on which the retailer might have printed that he believes in the sales policies

of the institute. A number favored doing this. "Syndicates and Independent Distributing Costs" was the session theme.

Rivers Peterson, editor, *Hardware Retailer*, Indianapolis, made "A Comparison of Operating Expenses," using charts in connection with his talk. He admonished members to write their Congressmen and Senators in favor of passing the Patman-Robinson Bill.

Harold Cross, president, C. A. Cross & Co., Inc., Fitchburg, Mass., which company controls the Red & White Food Stores in New England, spoke on "What Another Industry Is Doing," describing the work of the voluntary chain plan and its growth. He said, "We call our method the 'golden rule' plan." The speaker visualized the "structure that real cooperation has built, to help both wholesalers and retailers cut corners in many ways, for mutual self-preservation."

"Merchandising Methods" was the theme of the Thursday morning session, with Vice-president Frank Peterson presiding. H. H. Cleveland, general sales manager, Billings & Spencer Co., Hartford, Conn., spoke on "Sales Promotion by Syndicates," describing their methods in some detail, and showing slides, including store window displays.

Thursday evening was Retail Salesmen's Night, with Ralph Car-

(Continued on page 80)

# MOTHER'S DAY *selections*

—each packed in an attractive gift box (illustrated with Group No. 54 below). Special Mother's Day display furnished with each minimum order. Both Silver-Sheen and Satin-Ray finishes are represented in these carefully selected utensil groups.

Group these items with some of the handsome West Bend giftware items (write for giftware catalog if you do not have one) and you will have an outstanding display for the period preceding Mother's Day. West Bend ware with its modern designs and beautiful finish has the appeal you need to take advantage of this seasonal sales opportunity. » » Write for details.



★ No. G6-52 (not illustrated)

No. 541½ Percolator (6 cup)  
No. 703 Whistling Tea Kettle (2 qt.)  
No. 105 Measuring Spoon

★ No. G6-51

No. 566 Drip Coffee Maker (6 cup)  
No. 703 Whistling Tea Kettle (2 qt.)  
No. 105 Measuring Spoon

★ No. G5-60

No. 1544 Percolator (8 cup)  
No. 702 Whistling Tea Kettle (2 qt.)  
No. 105 Measuring Spoon



**WEST BEND  
ALUMINUM CO.**

Dept. 303

WEST BEND WISCONSIN



# ROLL UP THE PROFITS

HERE'S one of the fastest selling items in the retail hardware trade . . . ball bearing casters that roll in any direction quietly, smoothly and without effort.

**MERCHANTS MAKE MONEY WITH "ACME" CASTERS**

Every customer is a logical prospect for "ACME" Ball Bearing Casters. All you have to do is demonstrate . . . roll an "ACME" along the counter or in the palm of your hand and the sale is made. Stock "ACMES" and roll up profits.

THE SCHATZ MANUFACTURING CO.  
POUGHKEEPSIE, N. Y.

# "Acme"

BALL  
BEARING

# CASTERS



MARCH 26, 1936

79



The fact that Greenlee Spiral Screw Drivers are different would not be of much importance, if these differences did not make them better—better to use and easier to sell. But they do, as can readily be proved by trial. You will find that the spiral is fully enclosed to exclude dirt and provide for complete lubrication; that all adjustments are made without moving the hands; that a full grip is provided for the guiding hand; and that they present a most attractive and well-balanced appearance.

These features make Greenlee Screw Drivers easy to sell. But, best of all, they stay sold, because of these features and because they give dependable service and have long life. Just order one now and try it out, or let us send additional information.

**GREENLEE TOOL CO.**  
1715 Columbia Ave. Rockford, Illinois

## Spring Song

(Continued from page 47)

of April, about a month and a half. At the tag end of the season, one year, the Maxwell Hardware Co. advertised a special sale of rose bushes at seventeen cents apiece and sold a thousand in one day.

At first glance a doubting hardware man may say: "We are not running a florist shop or a nursery. We can't clutter up our nice neat hardware store with a lot of rose bushes." But nothing is dearer to the heart of a home owner than greenery, and the first thought of the aggressive hardware merchant concerning the planting and digging season is to sell the homeowner tools and equipment—spading forks, shovels, hoes, rakes, shears, garden hose, accessories, fertilizers, sprays, insecticides and the like.

It is an opportunity to move a lot of merchandise quickly and at the same time increase store traffic. Chain organizations do not hesitate to put in a line of potted plants, slips or any other nursery or florist item that they can pick up and move quickly.

In the final analysis rose bushes are responsible for the sale of many and varied items in the hardware store. They will help to play a sweet spring song on the cash register.

## New England Convention

(Continued from page 78)

ney, of Coleman Lamp & Stove Co., Wichita, Kan., giving "A Lesson in Selling." Mr. Carney demonstrated with various articles, including electric irons, emphasizing their various selling points.

At the Friday morning session, with Second Vice-president Arthur MacFarland presiding, "Retail Store Management" was the theme. G. W. Sulley, Natonal Cash Register Co., Dayton, Ohio, discussed "Profit Planning," including accounting, business analysis and business control, stressing an education on improved accounting systems.

Ackley R. Slee, assistant service superintendent, Wm. Filene's Sons Co., Boston, talked on "Retail Selling and Training," giving an out-

**GET IN ON THIS  
SHOWER OF  
PROFITS**



*Here 'tis ...*



**Pep-Up**  
MOVABLE INDOOR-OUTDOOR  
HOSE CONNECTION  
**SHOWER**

**NO foolin' . . . Pep-Up**  
Shower sales have increased  
**200%** every year for the past  
three. Display it, show it and  
it sells itself . . . with a neat  
profit for you.



Join the parade of profit-makers.  
A \$1 retailer that sells and sells  
sells. Beautifully nicked on brass.  
Advertising and sales promotion  
material bigger and better for 1936  
than ever before. That means more  
sales and profits for you. Ask your  
jobber or write.

**The Schaible Foundry &  
Brass Works Company**  
1090 Summer Street  
CINCINNATI, OHIO



# Low Cost PROTECTIVE FENCE



## Non-Climbable KEYSTONE

Here's the fabric that places you in a position to sell a real protective fence at a price that attracts buyers. KEYSTONE NON-CLIMBABLE does a good job of safeguarding property and keeping out trespassers, at lowest cost.

Its 2-inch by 4-inch mesh affords no foothold. The "knot" holds line and stays in a vise-like grip. Resists shocks and strains. Easily erected. Made of heavy-gauge No. 11 wire, also in 12½ gauge. Heights: 36", 40", 48", 60", 72", and 84".

Copper-Bearing steel provides inner protection and patented "Galvannealed" zinc coating provides outer protection. That's why KEYSTONE NON-CLIMBABLE wards off rust and corrosion years longer.

A strong, safe, good looking, protective fence that sells at a worth-while profit to: Factories, airports, estates, cemeteries, schools, parks, yards, orchards, and for window guards, partitions, trellises, etc.

Get our prices on fabric alone, or estimates on complete jobs, including posts, braces, top rails, sentry arms, etc. Send blue print or measurements.

**KEYSTONE STEEL & WIRE COMPANY**  
Dept. P PEORIA, ILLINOIS

MARCH 26, 1936

OPEN QUESTIONS TO  
THE HARDWARE MERCHANT No. 3



*It's a swell book . . .*  
if it covers your **NEEDS!**

And what are "your needs"?

Here's one answer . . .

Quality merchandise, that you can sell with confidence at prices that make profitable selling easy. Collins Edged Tools give the answer in every detail.

Since 1826 Collins has made quality tools that give your customers service and make real profits for you. Collins Axes, Hatchets, Bush Hooks, Hoes, Picks and Mattocks—every Collins Tool has the benefit of 110 years of manufacturing experience behind it.

Our consistent policy of selling through recognized wholesalers makes Collins Tools available to you.

If your jobber's catalog does not list the Collins line, write us at once.



Western  
Double Bit

**Mr. Jobber**  
Isn't This Worth  
Your While?

**THE COLLINS CO.**  
COLLINSVILLE, CONN.  
AXES • HATCHETS • BUSH HOOKS  
HOES • PICKS • MATTOCKS





# Every DEALER Can Sell KLEINS

Electricians and good mechanics everywhere know that good workmanship depends on good tools. In pliers Kleins are recognized as the standard of quality by which all others are judged. "Since 1857" the name Klein has been the standard in the electrical field. This reputation for the finest will help sell pliers for you and increase your tool profits. Be sure to stock and push Kleins.



*Distributed  
through  
jobbers*

Attractively mounted on brilliant display cards, wrapped in cellophane, Klein Pliers help sell themselves.

**Mathias KLEIN & Sons**  
3200 BELMONT AVE., CHICAGO

line of the methods of his company in training their sales people.

Rivers Peterson made the closing address, expressing optimism on the outlook.

There was a big attendance at the Stag Night of the Hardware Associates, Wednesday evening, at the Hotel Bradford. The ladies' program included a luncheon bridge Wednesday, a bingo party in the evening, and a reunion Thursday. The Hardware Associates entertained Thursday evening with a buffet supper and bridge. An informal dinner dance Friday evening closed the program.

## Convention Calendar

Louisiana Retail Hardware and Implement Association, Annual Convention at New Orleans, La., June 15, 16 and 17, 1936. A. H. Aucoin, executive secretary, 336 South Rampart St., New Orleans.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

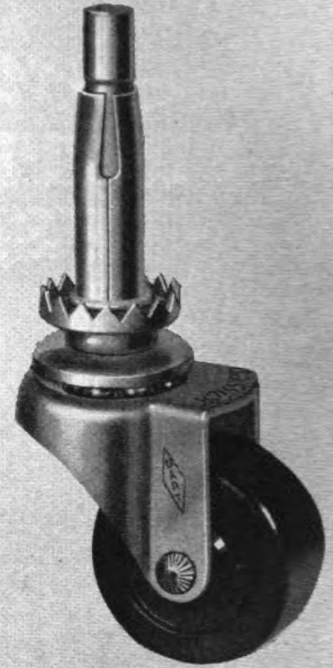
Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J., May 11 to 13 inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibits: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.



## Bassick DIAMOND-DART

### "Full Floating" Action

The most important development in ball bearing furniture caster construction in many years.

The easiest swiveling caster ever made to retail at less than \$1.00 per set of 4.

Two popular sizes for use on wood furniture or with Bassick detachable metal bed sockets for metal beds.



### Attractively packaged one set of four per box

Ask your jobber for these new Bassick "Diamond-Dart" casters. They will give your customers the lasting satisfaction that builds good will for your store.

**THE BASSICK COMPANY**  
Bridgeport Connecticut

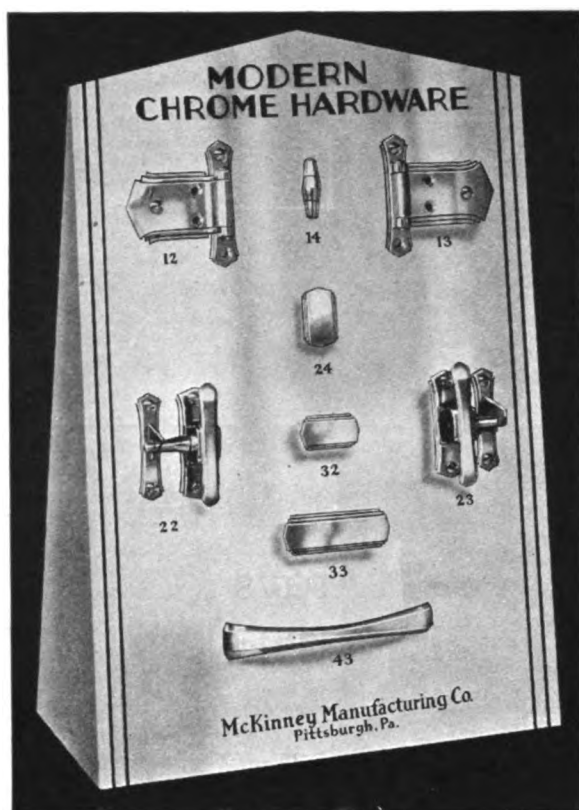
Canadian Factory:  
STEWART-WARNER ALEMITE CORP.  
OF CANADA, LTD., BELLEVILLE, ONTARIO



The same high quality standard of T R & S Rivets we have maintained thru the years holds just as true today as always. Careful craftsmanship, long engineering experience, modern equipment—these factors guarantee the continuous, unfailing service of our products. Every T R & S Rivet is guaranteed perfect, is accurately drilled—drives easily, clinches smoothly and is not brittle. Remember when you sell T R & S Rivets you're selling the best!

**TUBULAR RIVET & STUD COMPANY**  
BOSTON, MASS.

The largest factory in the world devoted to the manufacture of Tubular and Clinch Rivets.



## McKINNEY SETS THE PACE IN RUST-PROOF HARDWARE

Beautiful tarnish-proof hardware of lasting non-rusting metal plated with shining chrome . . . *there* is McKinney's contribution to modern hardware. Smartly designed . . . handsomely fashioned, it is a *natural* for the kitchen, breakfast nook, bathroom or laundry . . . any place in the home where cabinet work is installed.

Now is the time to "push" *Modern Chrome Hardware* and the handsome display rack illustrated above will help you do a real selling job. Get the details from your jobber salesmen's catalog page or write us.

**McKINNEY MANUFACTURING CO.**

**General Offices and Factories**  
**PITTSBURGH, PA.**

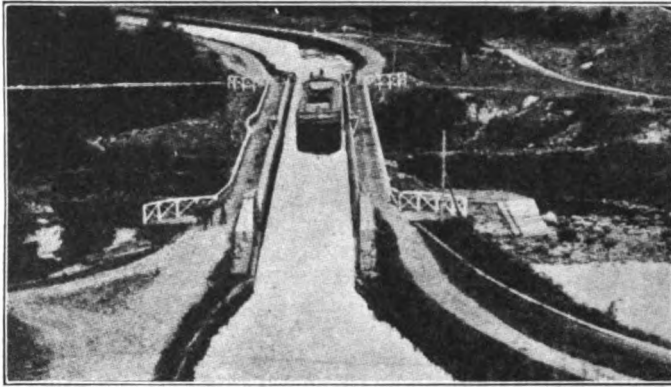
**NEW YORK**

**CHICAGO**

**SAN FRANCISCO**

●  
**CHROME  
HARDWARE**  
**by McKINNEY**





Canal boat passing through the aqueduct across Lackawaxen River.

## The Murrays of Honesdale

(Continued from page 41)

"Everything for the Farm," a motto still used by the firm.

Quantity buying soon necessitated more floor space and a large building was planned and erected where the Murray Co. store now stands. In 1914, the adjoining Wefferling Building was purchased and these two buildings today form the main store.

P. R. Murray's sons brought into the business a new zeal and enthusiasm but until his death in 1916, back of every advancement was the careful, guiding hand and brain of the senior member.

Although essentially a wholesale and retail business, new fields of expansion were sought and the manufacture of Maple City Silos was begun in 1921. Lumber for these silos is shipped to Honesdale and stored in large sheds to season. The manufacture of every silo is treated as a special or separate operation and all mechanical work is carefully done by experienced men. When all parts are assembled and properly marked, the silo is delivered or shipped, by trucks, with a capacity of from one to four silos, to the customer. They can then be erected in a few hours without cutting or fitting.

To further extend the scope of business, the first associate store, Gay-Murray, Inc., was acquired in 1927 at Tunckhannock as a separate corporation composed of



"All Set" ready for the Big Spring Opening at Murray's. At this counter lunches are served to hundreds.

M. C. Gay, Sr., M. C. Jr., Charles and George Gay of that city and the Murray Co. Up to that time the Gays had confined their activities to selling paint and farm supplies. With the advent of the Murrays, a larger building was leased; sample bathrooms, modern shelving and equipment were installed, and a complete line of hardware, harness, plumbing fixtures, furnaces and other merchandise carried at Honesdale was at once shipped to the new business. It also included a plumbing shop and the entire building and organization was patterned after the Honesdale store.

The Murray Co. does the purchasing for both stores and all records which can be handled there are taken care of at the Honesdale office. M. C. Gay, Sr., is president and has charge of outside sales, while M. C. Jr., is secretary and superintendent of all departments. Eight years ago the personnel of the Gay-Murray Co. consisted of six men and an office girl. Today 17 persons are employed. The new warehouse built

in 1931 was enlarged to three times its original size in 1934.

Travis-Murray Co., Inc., the second associate store is at Owego, Tioga County, N. Y. It is an individual corporation, organized in 1933. Associated in this venture with the Murray Co. is Howard S. Travis, formerly of the Patton-Travis - Stanton Co., Inc., of Owego. The many lines of merchandise stocked at Honesdale may also be found in this store and, in addition, it has a large

furniture department. The plumbing shop is located in the store basement, permitting the other floors to be used for display and sales purposes. Farm machinery is demonstrated in the first floor of the warehouse while the basement and two other floors take care of surplus stock. Here, too, the sales force has been increased in two years' time until today it is composed of 14 persons.

The two associate stores, like their parent store, the Murray Co., have a similar plan of advertising. Each publishes its "Farm News" in the daily papers; "specials" for Home Heating Week and the holidays. Many thousands of catalogs are also sent out each year.

As in business operations, Murray advertising is not confined to any one medium. The radio has been utilized on occasion as have special papers and display ads, and demonstrations. The annual spring opening is considered an event and has attracted as many as 6000 people to the store in three days.

The Murray Co. today repre-



## The OPPORTUNITY of the YEAR

## with 5 Special Deals

that will assure you  
the Greatest Paint  
Profits In years

The 1936 merchandising program back of ALABASTINE'S great new line of oil paints, enamels and varnish, is definitely and specifically designed to do a LOCALIZED business-building job for the individual agent.

It includes 5 special deals that are fresh and powerful in their sales-producing appeal, and that are at the same time thoroughly sound and exhaustively tested.

If you want your paint department to make more money, with less effort, and with lower inventory; if you want to establish your store as paint headquarters in your community; if you want a strong promotional program tailor-made to fit your needs and ready to start work for you IMMEDIATELY—a program that will enable you to cash in handsomely on the most promising paint season in years—then fill in and mail the coupon below.

**ALABASTINE COMPANY**  
GRAND RAPIDS • MICHIGAN



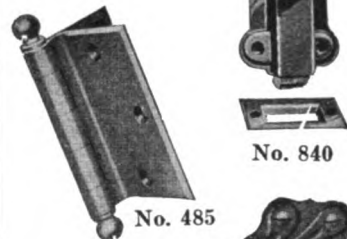
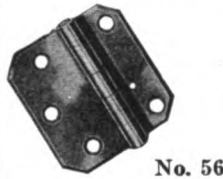
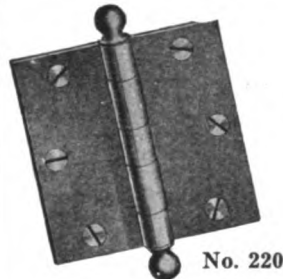
USE THIS COUPON  
FOR INFORMATION  
REGARDING "The  
Opportunity of the Year"

ALABASTINE COMPANY  
842 CHICAGO DRIVE  
GRAND RAPIDS, MICH.

Please send me non-obligating information regarding your "OPPORTUNITY of the YEAR."

Name.....  
Address.....  
City..... State.....  
Signature..... Title.....

# GRIFFIN HINGES AND WROUGHT STEEL HARDWARE



Door Butts  
—  
Strap and  
Tee Hinges  
—  
Pressed Steel  
Shelf Brackets  
—  
Ornamental  
Hinges  
—  
Safety Hasps  
—  
Hinge Hasps  
—  
Door Handles  
—  
Garage  
Hardware  
—  
Corner Irons  
—  
Corner Braces  
—  
Barrel Bolts  
—  
Cellar  
Window Sets  
—  
Back Flaps  
Chest Hinges  
—  
Screen Door  
Hardware

# GRIFFIN

*Manufacturing Company*

ERIE, PENNSYLVANIA

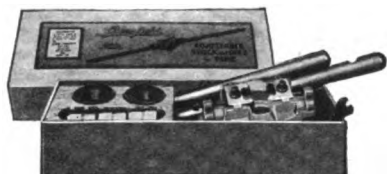
MANUFACTURERS

AGENTS:

NEW YORK: 45 Warren St.  
CHICAGO: 162 N. Clinton St.

BOSTON: 113 Purchase St.  
SAN FRANCISCO: 703 Market St.

# Push PIPE TOOLS Now



Spring time is "fix up" time. Plumbers and pipe fitters need new tools to handle seasonal repairs, alterations and new building.

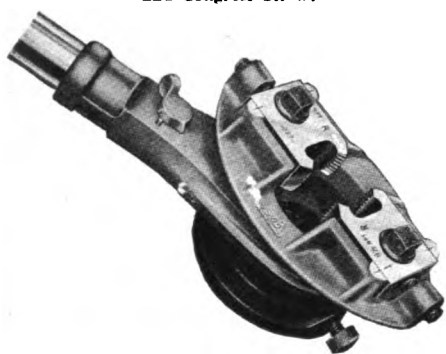
Now is the time to push pipe tools. Push especially these reliable "Greenfield" Adjustable Stock and Die sets. There are assortments with cutting sizes ranging from  $\frac{1}{8}$ " pipe to 2" pipe. You can supply these sets with either plain or adjustable guide stocks. A particularly good seller is the ratchet stock illustrated below.

All dies in "Greenfield" Adjustable Sets are of highest quality—easy cutting—fully guaranteed.

Push them, display them, sell them.

**GREENFIELD TAP & DIE CORP.**  
*Greenfield, Massachusetts*

New York: 15 Warren St. Chicago:  
611 W. Washington Blvd. Detroit:  
228 Congress St. W.



# GREENFIELD

sents a combined merchandise value at the three stores and warehouses of \$218,930.50, and the staff numbers 65 persons. The Honesdale warehouse alone contains 40,000 square feet of floor space, supplemented by 20,000 square feet of open storage for lumber, etc. Six hundred feet of Erie Railroad siding facilitate the unloading of many carloads of lime, fertilizer, lumber, boilers, radiators, roofing, etc., which arrive daily.

Associated in the Murray organization today are: Robert J. Murray, Philip R. Murray, Quintin J. Murray, Edward L. Murray, Maude Murray Demer, Jacob A. Demer, Vera Murray Keen, and Eben P. Keen. Each member of the family is personally and actively interested in the organization and no one is too old or too young to be included in the family conference. Individually and combined, the Murrays are clear-visioned, public-spirited and enthusiastic workers for civil order and public happiness.

## Freed-Eisemann Radio



1936 Superheterodyne Model FE-56—5 tubes; large airplane dial; variable tone control and slow motion tuning drive; new type dynamic speaker; and "stepped-up" chassis to facilitate removal of tubes. Available in either solid Walnut, Mahogany or Maple cabinets. *Freed Mfg. Co., Inc.*, 44 W. 18 St., New York City.

## New Packaging



Aloxite Brand Cloth now comes in economy rolls (illustrated) as well as in reams, sheets and rolls. Cloth cut in 1, 1½ and 3 in. widths, wound on wood spools. Rolls are 50 yds. long and in different grits. Handipac box (not shown) for flint paper is of sturdy cardboard. Insures clean, unwrinkled sheets. *The Carborundum Co.*, Niagara Falls, N. Y.

## U S STRAITLOK POULTRY NETTING

**THE PERFECT STRAIGHT-LINE NETTING**

You can reduce inventory, speed up turnover, increase profits, by concentrating on these trade-marked poultry nettings from one dependable source.

**U. S. STRAITLOK** Netting—the original straight-line fabric—is first choice everywhere for building poultry runs. It stretches perfectly to wood or steel posts; requires no top-rail, no baseboard; saves time, labor and expense.

Made of Copper-bearing Steel Wire in one and two-inch mesh, Galvanized Before or After Weaving. Heights 12 to 72 inches.

## U S HEXLOK POULTRY NETTING

**THE PERFECT HEXAGON-MESH NETTING**

**U.S. HEXLOK** Poultry Netting creates entirely new standards for hexagon-mesh fabric. More uniform, more rigid, neater in appearance, superior in service, this improved netting is easier to handle and sell.

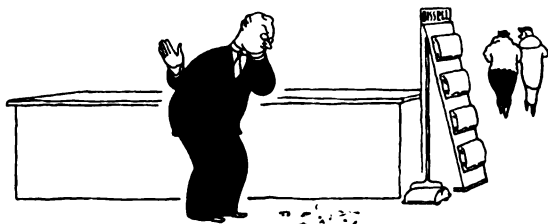
It is available in all popular standard widths and weights, Galvanized Before or After Weaving; heights 12 to 72 inches. The one-inch mesh is made in three weights: No. 18, 19 and 20 gauge; the two-inch mesh in No. 16, 19 and 20 gauge; the one and one-half inch mesh, in No. 16 gauge. All wires are Copper-bearing Steel.

Ask your Jobber or write us for further information!

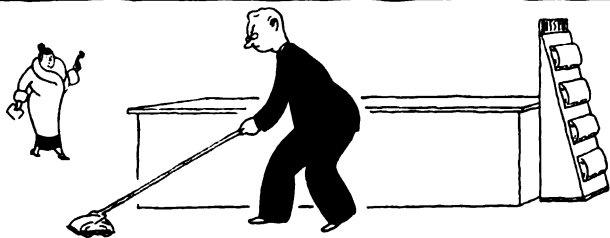
**INDIANA STEEL & WIRE CO.**  
MUNCIE, INDIANA



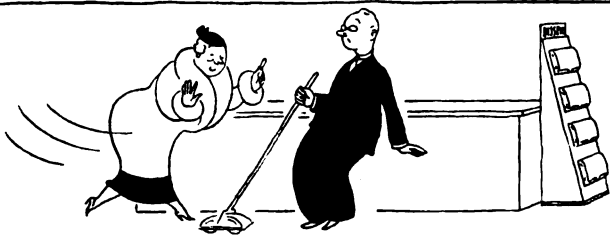
## Money-making discovery No. 2



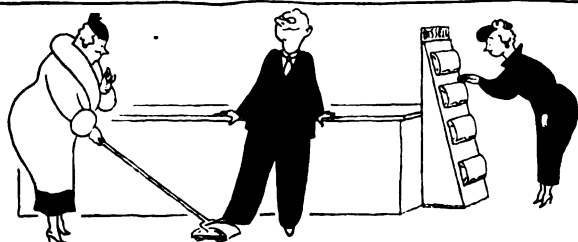
1. IS ALL UPSET AT FINDING AISLE CARPET LITTERED WITH ASHES, LINT AND PAPER SCRAPS.



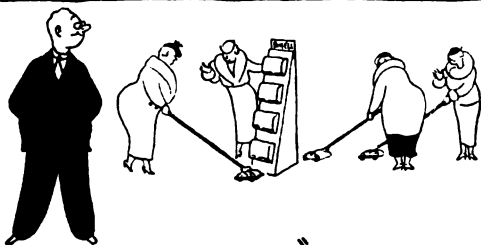
2. UNDAUNTED IN EMERGENCY, HE SEIZES BISSELL FROM FLOOR DISPLAY AND QUICKLY WHISKS UP MUSS AND LITTER.



3. EYE-WITNESS RUSHES UP AND DEMANDS TO BE TOLD SECRET OF BISSELL EFFICIENCY.



4. AFTER TRYING BISSELL HERSELF SHE DECLARES IT'S THE VERY THING SHE NEEDS AND ORDERS ONE ON THE SPOT!



5. DECIDES MORAL OF INCIDENT IS: KEEP BISSELLS OUT WHERE WOMEN CAN HANDLE THEM...AND THEY'LL SELL THEMSELVES!

6. Smart dealers everywhere know that Bissell displays and the use of a few simple sales-helps will increase Bissell turnover. The Bissell finds universal housewife acceptance due to consistent national advertising. Unusual customer satisfaction springs from its proved worth. There's unusual dealer satisfaction, too...due to assured mark-up with no offsetting mark-down. Write for complete Bissell story. It will pay you...as it has others!

**BISSELL CARPET SWEEPER CO.**

Grand Rapids, Mich.

New York Office and Export Dept., 46 West Broadway, New York.



## When it burns AT BOTH ENDS

SELLING low-price, poor-quality merchandise burns the Profit candle at both ends. Low price makes profit small. Poor quality creates dissatisfied customers. Eventually, both profit and customer are lost.

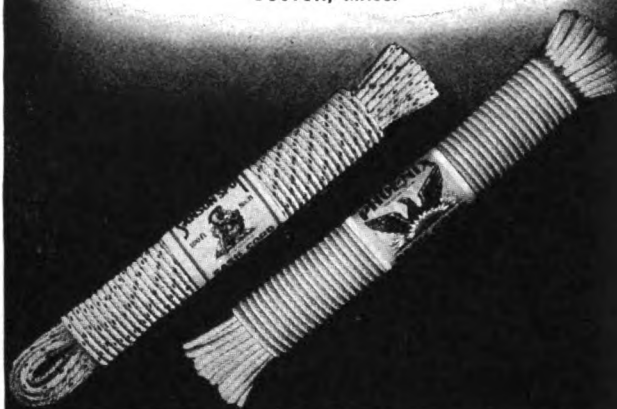
Samson Spot Sash Cord is the finest you can handle. Made in one grade only, of the best quality uniform yarn, spun in our own mills. Firmly braided, smoothly finished, carefully inspected and guaranteed free from imperfections which cause inferior sash cord to wear out quickly. Identified by the colored spots, our trade-mark.

—E—

Sell Phoenix Sash Cord when *clothesline* is asked for. A little higher priced, but will outlast three or more ordinary lines. An all yarn cord. Its firmly braided construction prevents stretch or break that will drop a washing in the dirt. Its smooth glazed surface is kept clean easily and runs smoothly through pulleys. Also excellent for hanging windows where a moderate priced cord is wanted. Send for samples.

**SAMSON CORDAGE WORKS**

BOSTON, MASS.



# HOW'S the HARDWARE Business?

## BUSINESS HIGHLIGHTS



### ADVANCES BECOMING EFFECTIVE

Machine & Carriage Bolts, Etc.  
Galv. Smooth Wire                      Bright Wire  
Furnace Pipe & Fittings  
Bell-ringing Transformers  
Outlet & Switch Boxes  
Mayhew Chisels, Etc.                      22 Rifles  
Double Barrel Shotguns  
Annealed Fence Wire  
Electric Water Systems

**March  
26th  
1936**

### DECLINES BECOMING EFFECTIVE

Some Items of Community Plate  
Billets, Slabs & Sheet Bars  
Galv. Barb Wire & Fence Staples  
Feather Dusters                      Steel Pipe  
Lead Headed Roofing Nails  
Rigid Iron Conduit                      Wire Nails  
Woven Wire Fence                      Turpentine  
Certain Irwin Screw Drivers  
Automatic & Repeating Shotguns

*Sheet steel prices*, including galvanized flat and corrugated sheets, were reaffirmed on March 11 by the American Sheet and Tin Plate Company, covering current and second quarter orders. This action, when concurred in by other mills, means the withdrawal of some substantial concessions which had arisen during the competitive weeks just preceding. Prices on billets, slabs and sheet bars have been reduced \$2.00 per ton—thus taking off the advance announced early in November. The advance then made did not prevail except on small lots, tonnage at old prices being extended from time to time.

\* \* \*

*Further details* are at hand as to changes in wire and nail prices for the second quarter and for cur-

rent delivery. Carload prices, f.o.b. Chicago, include annealed fence wire at \$2.70 and galvanized wire at \$3.00 per 100 lbs., both figures representing advances of 20 cents. Galvanized barb wire is \$2.65 or 20 cents lower, polished staples \$2.85 or 30 cents lower, and galvanized staples \$3.10—with the same decline. Woven wire fence is reduced \$3.00 per net ton. Bright wire for manufacturing use is set at \$2.45 Chicago and \$2.40 Pittsburgh, two dollars per ton advance. Wire nails are quoted in carloads at \$2.15 per keg, less than carloads at \$2.35 per keg, f.o.b. Chicago—down 30 cents compared with preceding (nominal) prices. The deduction for jobbers' carload orders is lessened to ten cents per 100 pounds. As reported at intervals for some weeks previous, old "official" prices of wire products had not been generally maintained. All makers have now announced the new uniform prices to their customers and it is likely that all will adhere to the new schedules.

\* \* \*

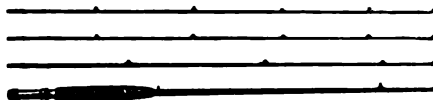
*Bolt prices were advanced* March 5 by several leading makers, and others will probably follow. The general increase is ten per cent, and

The Hardware Age Blackboard			
Of January Wholesale Hardware Sales and Stocks.			
By Federal Reserve Districts As Reported To Federal Reserve Banks			
Bank Supplying Information	District Served By Bank	% Sales Increase or Decrease Jan. '36 Compared to Jan. '35	% Increase or Decrease Jan. '36 Compared to Jan. '35
Boston	First	Bank Does Not Compile Data	Bank Does Not Compile Data
New York	Second	- 69	-13.0
Philadelphia	Third	+ 6.0	+ 8.0
Cleveland	Fourth	+13.0	Bank Does Not Compile Data
Richmond	Fifth	- 49	+ 4.1
Atlanta	Sixth	+129	+ 9.3
Chicago	Seventh	+17.2	+16.8
St. Louis	Eighth	+ 4.1	- 3.2
Minneapolis	Ninth	+130	+10.0
Kansas City	Tenth	+12.2	+14.6
Dallas	Eleventh	+19.9	+ 8.8
San Francisco	Twelfth	+30.3	Bank Does Not Compile Data



No. 4171

"UNION" Solid Steel Casting Rod



No. 55-215

"UNION" Split Bamboo Fly Rod



No. 4526

"UNION" Steel Telescopic Bait Rod

## Good Fishing Rods and Reels, Reasonably Priced

"UNION" Fishing Rods and Reels are sold by the leading Jobbers and Retailers because they are thoroughly dependable, well liked by fishermen and reasonably priced.

The New "UNION" Line comprises 44 types of Split Bamboo Rods, including patterns for both *fresh and salt water* fishing and 24 types of Steel Rods. Also "UNION" Reels in 14 popular models. Note brief description of a few outstanding sellers.

### "UNION" Fishing Rods

No. 4171—one joint solid chrome molybdenum steel casting rod with square tapered tip. 1 in a partitioned khaki bag. Lengths 3 to 5 ft.

No. 55-215—three piece tempered split bamboo rod with extra tip. Beautifully wound, mounted and finished. In a partitioned khaki bag and screw capped aluminum rod case. Lengths 8½, 9 and 9½ ft.

No. 4526—new four joint steel telescopic bait or fly rod with reversible handle. In a partitioned cloth bag. Lengths 8½, 9 and 9½ ft.

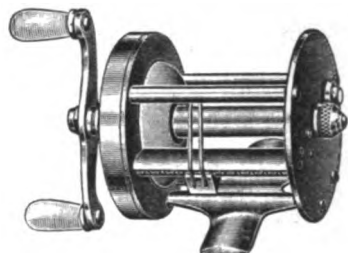
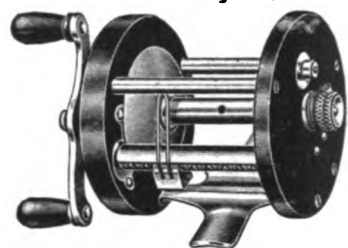
No. 55-905—sturdy split bamboo weakfish rod with detachable shaped cork grip. Distinctive appearance. In a partitioned khaki bag. Lengths 5 ft. 2 in. or 5 ft. 6 in. overall.

### "UNION" Fishing Reels

No. 7169—light weight fly reel. Made of Duralumin—extra sturdy. Has hardened steel ring line guide; permanent click with three adjustable wearing points. Removable spool. Black finish. Cap. 75 yds., also in 50 yds. cap. 1 in box.

No. 7266—quadruple multiplying reel with large round end plates, bright nickel finish, adjustable jewel bearings, double balanced crank with white handles and adjustable click. Cap. 60-80 yds. 1 in box.

No. 7550—quadruple multiplying reel with large round bakelite end plates, adjustable jewel bearings, balanced fancy crank with double handles, and adjustable click. Exposed parts nickel plated. Cap. 60-80 yds. 1 in box.

No. 7169  
"UNION" Fly ReelNo. 7266 "UNION"  
Level Winding ReelNo. 7550  
"UNION"  
Level  
Winding  
Reel

Ask your Jobber. Send for Cat. No. 17.

No. 55-905  
"UNION"  
Split Bamboo  
Weakfish  
Rod

# PHOENIX

"PHOENIX MEANS QUALITY"

**HORSE  
and  
MULE  
SHOES**

IRON and STEEL

SPORT  
SHOES

RUBBER  
SHOES

Our products are manufactured in the United States of America by Union Labor. Sold on an established policy through regular trade channels.

**PHOENIX MANUFACTURING CO.**  
Chicago, Ill. Catasauqua, Pa.  
Successors to Phoenix Horse Shoe Co.

**LARGEST MANUFACTURERS OF  
HORSE AND MULE SHOES AND CALKS  
IN THE WORLD**

"THE SHOE WITH THE REPUTATION"

# JUNIATA



all former concessions have been withdrawn.

\* \* \*

*Steel pipe prices*, following a February drop of about ten per cent to retailers and five per cent to jobbers have been refigured, with a new discount card dated March 6, which includes the "extras" previously conceded. Old and new card carload discounts, f.o.b. Pittsburgh, compare as follows on standard back pipe:

Size	Type	April 27, March 6, 1934, 1936, Per Cent Per Cent	
		1934	1936
1/4 in.....	B. W.	51 1/2	57
1/4 and 3/8 in.....	B. W.	53 1/2	60
1/2 in.....	B. W.	58 1/2	64 1/2
3/4 in.....	B. W.	62	67 1/2
1 to 3 in. (base)	B. W.	64	69 1/2
2 in.....	L. W.	60	62
2 1/2 and 3 in.....	L. W.	63	65
3 1/2 to 6 in.....	L. W.	65	67
7 and 8 in.....	L. W.	64	66
8 and 10 in.....	L. W.	63 1/2	65 1/2
11 and 12 in....	L. W.	62 1/2	64 1/2

The low price mark, in April, 1933, was only slightly lower than the present reduced schedules.

\* \* \*

*Quotations on lead headed roofing nails* were reduced early this month, about 25 cents per keg, offsetting an advance of the same amount which went into effect October 1, 1935. Screw shank (lead headed) nails are now selling at \$1.50 advance (wholesale) over the plain shank nails—a drop from the \$2.00 extra heretofore charged.

\* \* \*

*The new 1936 discount schedule* on furnace pipe and fittings, issued last month, applies to the revised list prices of January 1, 1936, and represents a substantial advance above the competitive levels reached during last season. New discount to dealers on all tin and galvanized pipe, elbows and fittings, is 75 per cent, except on 24 and 26 gauge 7 to 9-inch galvanized smoke-pipe and elbows. These sizes and gauges only, in full packages, are priced at 75-10 per cent discount.

\* \* \*

*Gardiner Metal Company* on March 10 reaffirmed quotations of last August on their Gardiner flux-filled wire solder. Prices to the trade on both acid core and rosin core, are, in pound spools, 56 cents per pound, in five-pound spools 52 cents, and in 20-pound spools 49 cents. Household size cans are confirmed at \$1.20 per carton of ten.

\* \* \*

*Makers of asphalt prepared roofing* and shingles have again issued one of their frequent price changes. Quotation sheets issued February 15 included two separate sets of prices, the lower prices cover-

ing northern and eastern mill points, with schedules about five per cent higher, to cover southern and western mill points. The latest move, about March 14, raises the lower schedule to match the higher, leveling prices to all leading roofing manufacturing centers.

\* \* \*

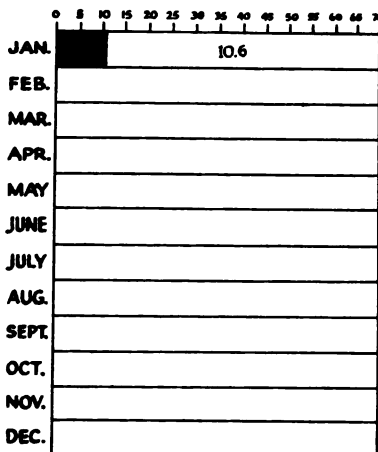
*Mayhew Steel Products, Inc.*, recently mailed new quotation sheets, effective March 25, including advances on their mechanics' hand tools — chisels, punches, reamers, screw-drivers, etc. Mark-ups average about ten per cent. Other makers of small tools are pointing to their advancing costs of fuel, packing materials, taxes and labor, as likely to force higher quotations soon on several lines.

\* \* \*

*Among recent price changes* in electrical lines are noted a sharp drop (about 25 per cent) in rigid iron conduit—an advance of 12 1/2 per cent on bell-ringing transformers, which had been priced very low—and a restoration (upward) on outlets and switchboxes, to the prices effective last October. The current recovery, if maintained, reaches ten to 25 per cent, or more, above the recent low marks on various styles.

\* \* \*

*Sales of electric refrigerators*, in 1936 to date, are still running well ahead of early 1935. February totals have not yet been reported, but the year opened with a very sharp increase in orders. Domestic sales reached in January 108,985 units with a value to the manufacturers of \$8,523,114, according to reports to the National Electrical Manufacturers' Association. In Jan-



Per Cent of Increase or Decrease in 1936 Wholesale Hardware SALES as Compared With Corresponding Months of 1935. (National Averages.)

uary, 1935, domestic sales were 82,103 units, with a value of \$7,175,059.

\* \* \*

*Quotations on feather dusters* have been reduced five to ten per cent, due, the makers say, not to lower material costs, but to improved factory methods. For several years the demand for feather dusters has been declining, and the current price change may represent a bid for renewed interest on the part of buyers. A contrary change has been made on wool wall dusters, which have advanced about twenty per cent. Government and export demand for woolens has bid up the material costs sharply.

\* \* \*

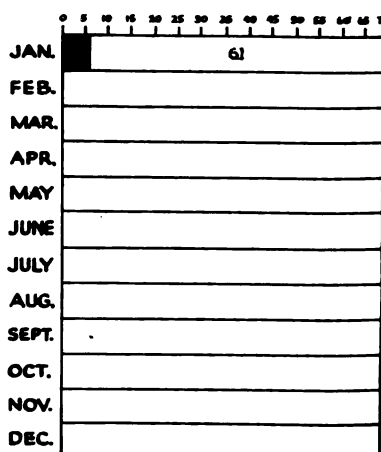
*Manufacturers of electric water systems*, both shallow and deep well, have advanced their prices approximately \$3.00 to \$5.00 per system. This is the second advance—following a mark-up on shallow well systems on November 1.

\* \* \*

*Oneida Community, Limited*, reduced their prices, March 15, on most items of Community Plate 13 to 22 per cent—only a few specialty items remaining unchanged. The company has based this radical decline, they say, not on the drop in quotations on silver so much as on a long survey of production costs and popular consumer price levels. They have sought a price basis which would at once tempt liberal consumer buying of quality plated ware, and insure factory economies by largely increased output.

\* \* \*

*The Irwin Auger Bit Co.*, Wilmington, Ohio, on March 10 announced a price reduction on its

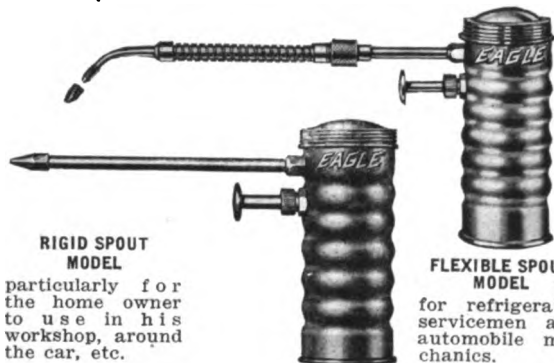


Per Cent of Increase or Decrease in 1936 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1935. (National Averages.)

# NEW Profits with NEW Oiler

EAGLE "Handy Oiler"

TWO MODELS



**RIGID SPOUT MODEL**  
particularly for the home owner to use in his workshop, around the car, etc.

**FLEXIBLE SPOUT MODEL**  
for refrigerator servicemen and automobile mechanics.

Exactly what the name implies, Eagle Handy Oilers have been a popular item for dealers since their introduction. The strong positive pump discharges oil  $\frac{1}{8}$  inch or 25 feet with revolver accuracy. All-brass re-enforced body; precision mechanism. Your jobber can supply them at new low prices. Act today.

**EAGLE MANUFACTURING CO.**  
**WELLSBURG W. VA.**



*Help Yourself*

to greater profits through more repeat sales. HOLTITE Products never disappoint—never let the user down—never make the dealer lose a customer's confidence. You can sell this profitable line of assembly units with every assurance of customer satisfaction—every assurance that no finer products are manufactured—every assurance of full support by this old established company in your endorsement of its products. Stock the complete line of HOLTITE Products for steady, profitable turnover.

*Sold through Hardware Jobbers*

**CONTINENTAL SCREW CO.**

**SOUTHERN BRANCH**  
1421 Fort Street  
Chattanooga, Tenn.

*Office & Factory*  
**NEW BEDFORD**  
Massachusetts

**WESTERN BRANCH**  
6529 Russell Street  
Detroit, Michigan



## HOSE REELS

OTHER SPRING AND SUMMER ITEMS

A moderate priced line of highest quality reels. All fast sellers. Model illustrated is of rolled channel steel frame with steel wheels. Galvanized drum 9 in. diameter, 34 in. high, 15 in. wide. Frame green enamel. Wheels and cross arms red. Capacity, 100 ft. of  $\frac{3}{4}$ " hose. We also manufacture pruning shears, hedge shears, camp stools, post hole diggers, etc.

No. 1600

SEND FOR FOLDER AND PRICES

## The C. K. R. Co.

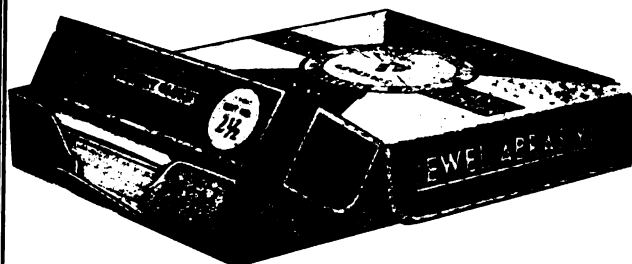
SUCCESSORS TO  
CRONK & CARRIER MFG. CO.  
F. E. KOHLER COMPANY  
J. F. RITTENHOUSE MFG. CO.

1836 Euclid Ave., Cleveland, Ohio

## ABRASIVE PRODUCTS, INC.

SOUTH BRAINTREE

MASS.



**GENUINE JEWEL ABRASIVES**

**EMERY — FLINT — JEWELOX**

Packed in the **TIME-AND-WASTE-SAVING**  
**JEWEL DISPENSING BOX**

**THIS MARK**  
**GUARANTEES**



**BRILLIANT**  
**PERFORMANCE**

**Abrasive Products, Inc.**  
**South Braintree, Mass.**

*Send me a copy of your NEW catalog (H.A.5)*

**NAME** .....

**ADDRESS** .....



A Size For Every Need — 2 Quarts to 10 Gallons — Hand or Electric Power

**SOLD ONLY THROUGH JOBBERS AND DEALERS**

THERE is a world of meaning in the fact that nearly 90% of all churns sold in retail stores are DAZEY Churns. It means for one thing, a superiority so outstanding that among 3 million users you will find the same number of Dazey boosters because of Dazey's fine performance. If you sell churns at all, therefore, it is plain that the one to feature is the one already a 9 to 1 favorite among churn buyers. Above all, get behind DAZEY Electric Churns if rural power lines are available in your trade area.

**DAZEY CHURN & MFG. CO.** 4301 W. 4th Ave., St. Louis, Mo.

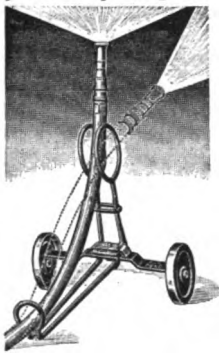
## "HOSPRAY"

### Adjustable Sprinkler

Every lawn hose user is a prospective customer for "HOSPRAY." Its distinctive features make sales soon as shown. No other sprinkler like it. User simply attaches regular hose and spray nozzle and

#### Directs Any Spray At Any Angle

desired. Permits wide variation of sprays not obtained with other sprinklers. Sloping terraces are sprayed easily. Water can be concentrated on any bush or shrub. Ideal for either lawn or garden use. "HOSPRAY" can be quickly and



#### Easily Moved From Place To Place—Without Shutting Off Water

Nozzle is always in place—no danger of being misplaced or lost when needed for other purposes, "HOSPRAY" is built to last. Be first to supply this new, practical sprinkler in your town. The profit is as good as the sprinkler.

If Your Jobber Cannot Supply You—Write to Us

**WRIGHT PRODUCTS MFG. CO**  
2101 Kennedy Street, N.E.

Minneapolis

Minnesota

SRF, SRC and SRP lines of screwdrivers, with the new dealer discount being 33 1/3 per cent. At the same time, the company advanced retail prices on its FX24 auger bits in assortment, sets, and open stock, with the new dealer discount on the latter line also being 33 1/3 per cent.

\* \* \*

Makers of pump leathers report that, due to shortage of good leather, valve and cup leather prices are very firm, with an advance likely for the coming quarter.

\* \* \*

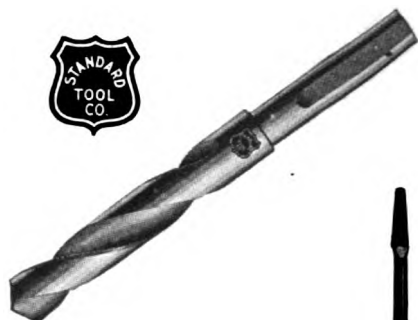
Many manufacturers of sporting firearms have held back this year's prices to a later date than ever before, but prices on all lines now have been released. While double-barrel guns and .22 calibre rifles generally have been advanced, a number of sharp reductions have been made. The most notable, perhaps, are the price changes on automatic and repeating shotguns. Winchester's model 12 repeater, which retailed at \$46.95, now retails at \$39.50; dealers will pay \$29.60. Remington's pump gun also will cost retailers \$29.60. The Remington autoloading shotgun will retail at \$42.50, instead of \$53.40; the dealer's cost has declined from \$40.00 to \$31.90. The Savage automatic shotgun will retail at \$37.50 and will cost dealers \$28.15. Stevens' pump gun retails at \$29.75, with a dealer cost of \$22.50.

\* \* \*

Prices have been steady recently on white cotton sash cords and clothes lines, with only occasional small concessions on very attractive tonnage. Small declines in price are reported by a few makers of aluminous oxide cabinet and finishing paper and cloth, but the published quotations of the leading manufacturers are unchanged. A decline of four cents per gallon was announced March 13 on gum turpentine.

\* \* \*

The hardware industry is putting up a hard fight—and one which promises success — to recover the losses in sales it suffered during the "big freeze." Some kinds of business which the hardware retailer missed during those weeks can never be made up, but this loss has been offset largely by the extra volume of emergency supplies during the period and since. Many important sales were due directly to the ravages of the storms, and to their aftermath of floods—still a serious problem in many states. But the present trade reaction from the tie-up is seen



## PREFERRED

because of  
durability  
and accuracy

## SHIELD BRAND TOOLS

sell on merit  
alone

## THE STANDARD TOOL

CLEVELAND OHIO

BRANCHES:

NEW YORK — DETROIT — CHICAGO

## NOW - POPULAR PRICES "SPEEDY CLEAN" COOKING UTENSILS FOR GREATER PROFITS!



Everedy's "SPEEDY CLEAN" Chrome Plated Chicken Fryer. The All-Purpose Fry Pan. Self basting cover. Diameter 10".



SIZES:  
Diameters 8",  
9 1/2", 10 1/2",  
11 3/4".

Everedy "SPEEDY CLEAN" Skillets are perfect fryers. Heavy steel. Chromium plated for protection in cooking. Four sizes. NEVER NEED SCOURING.

SOLD BY JOBBERS EVERYWHERE  
WRITE US DIRECT FOR SAMPLE

**THE EVEREDY COMPANY**  
FREDERICK, MD.



# PREMAX SPRINKLERS GUARANTEED A LIFETIME!

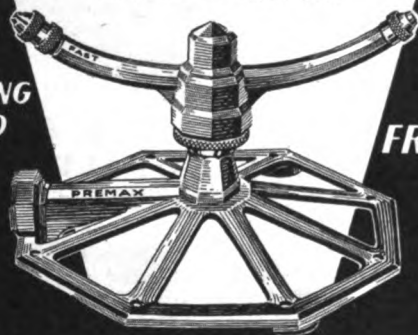
## EXCLUSIVE SALES FEATURES

*Make Volume Business—Profits—and  
Customer Satisfaction*

When desired to break up the stream, the PREMEX Floating Head Sprinkler adjusts the speed only, which does not reduce the volume. Most competitive sprinklers resort to an adjustment of the nozzle opening which reduces the amount of water discharged.

PREMAX gives a written guarantee that this is one sprinkler that just won't wear out. It meets all needs—and that means ready sales everywhere.

Get Bulletin HS-36 and prices.  
Your Jobber can supply you.



FLOATING  
HEAD

NO  
FRICTION

PREMAX SALES DIVISION, Chisholm-Ryder Co., Inc., Niagara Falls, N.Y.

## A Priming Coat That Prevents Rot, Decay and Termites

Here is a priming coat, costing no more than paint, and yet gives (by 20 years actual experience in Europe) complete protection against rot, decay, fungus growth, and insects, including termites.

## CUPRINOL

REG. U. S. PAT. OFF.

It is applied like paint, with brush, spray gun, or by dipping, and is a wood preservative of proven value easily and effectively used by the home owner, painter, or carpenter. It is harmless to plants and animals.

Made in two grades, "Cuprinol for Wood" and "Cuprinol for Canvas." In pint cans at 75 cts. 12 in display cartons, \$9.00 less 33 1/3%; quart cans at \$1.15, 6 to a carton, \$6.90 less 33 1/3%. Information and prices on larger units on request.

Through Your Wholesaler



CUPRINOL, Inc.

1190 Adams St.

Boston, Mass.

# WARNING...

It's Time for Dealers  
to Check Their Stocks  
of "BLACK LEAF 40"

THE most active selling-season on "Black Leaf 40" is rapidly approaching. Almost every family is a prospect for "Black Leaf 40" during the Spring and Summer season.

"Black Leaf 40" kills aphids, leaf hopper, thrips, red bugs, etc., in the garden. It aids in the control of damaging insects on fruit—is economical and effective for poultry delousing, killing lice on live-stock, etc. A little sprayed on shrubs and evergreens keeps dogs away—they dislike its odor.

SELLS THE YEAR 'ROUND—because it has so many uses "Black Leaf 40" never becomes dead stock. A newspaper campaign breaking soon in nearly 4,000 communities will bring customers to your store. Ask your jobber or write for our attractive new display material.

TOBACCO BY-PRODUCTS &  
CHEMICAL CORP., Incorporated  
Louisville Kentucky



Stock and Profit with

# G&B

QUALITY Products

2 Copper Wires in the Salvage

Our Label Your Guarantee of Quality

ROMAN

Bronze Screen Wire

BRIGHT and ROMAN 14 & 16 Mesh

PEARL

Pearl Screen Wire

Reg. Grade (12x13) also 14-16-18-20 24 & 30 Mesh also 36-39-42 Mesh Only

G&B

Poultry Netting

Galvanized Before and Galvanized After Weaving

G&B

Straitline Fencing

Galvanized Before and Galvanized After Weaving

G&B

Hardware Cloth

Galvanized Steel Wire Cloth in all grades

G&B

Copper Screen Wire

LIGHT 14-16-18 Mesh DARK 14-16 Mesh

LOOK FOR THE "G & B" LABEL - YOUR PROTECTION AGAINST SUBSTITUTION

PREFERENCE= Continued preference with experienced buyers everywhere, and the increasing number of new customers, testify to the soundness of our adherence to the standards of QUALITY and SERVICE which have established the name of "G & B" as a guaranty of dependability—

## The Gilbert & Bennett Mfg. Co.

Established 1818 - America's Oldest Wire Factory-Manufacturers

### WIRE CLOTH, NETTING and FENCING

Galvanized Steel Wire Cloth in all Meshes and Gauges

New York City Georgetown, Conn. Blue Island, Ill. Kansas City, Mo. San Francisco

**"Here's the  
Date-line,  
Madam,  
it shows you  
they're Fresh!"**



**DO THIS** every time you sell an "Eveready" Battery. It takes only a second—but shows the customer that she can rely on the products in your store.

## A Profitable Line to Handle—

### Because—

1. "Come-backs" are practically unheard of.
2. The line is complete—you can fill every requirement.
3. The line is well known and in demand.
4. Modernly packaged in neat, sturdy boxes.

*Write for catalog.*

**CLARK BROS BOLT CO.**

Bemiss St.,  
MILDALE,  
CONN.



in redoubled sales effort, increased advertising, and a general quickening of service, and these are showing results. The first two weeks of March have run probably not less than 12 to 15 per cent ahead of the same 1935 period, in the retail stores.

\* \* \*

*Expecting betterment*, it is remarkable that to so large an extent the sudden pick-up has exceeded the provisions made for it by jobbers and dealers. More than for several months, shortages and delayed shipments are causing complaint. Evidently buying toward spring needs had been over-conservative in many lines, and it is now none too easy to obtain rush shipments from most manufacturers. They, too, seem to have figured rather too moderately in building up stocks of materials and finished goods. Undoubtedly the flurry of weakness in some steel prices—of several weeks' duration until the recent settling of the market—created the waiting attitude which now finds its result in a certain amount of unpreparedness. Roller skates are cited as an example of shortage. The better weather has caught many dealers without stock, and the demand has been exceedingly heavy as it has come on with a rush. Many manufacturers are considerably behind in deliveries. An unusually good sales record, however, is in sight for the season as a whole.

\* \* \*

*The better selling* in all sports supplies is most gratifying, and is due not alone to a generally improved buying power. Sports equipment has made such rapid gains in the durable quality and attractive appearance offered at moderate prices, that it has gained acceptance and popularity for exactly the same reasons that have prospered the automobile industry. Baseball interest is stimulated at present by the news from the major league teams at their training camps. With the approach of National Baseball Week, April 4 to 11, dealers are finding it very important to have window displays and stock on hand to take care of a busy demand.

\* \* \*

*The average general increase* in sales of all sporting goods this spring is estimated at 10 to 20 per cent over last year, golf clubs and balls showing an unusual rate of gain. Some of this ordering is undoubtedly due to hedging against expected price advances. Already



**VITREOUS CHINA  
DRIP COFFEE MAKER  
LOW PRICE • EXCELLENT MARGIN**

Women flock in to your store to see—examine—buy this great value. Available also in 2, 4, and 8 cup sizes.

**PORCELAIN MFG. CO.**  
GREENSBURG  
PA.

*Jobbers' Salesman  
has catalog sheet  
showing  
complete  
line*

## AT YOUR SERVICE!

**THE "Who Makes It"** Editor will be glad to help you in your search for the name of the manufacturer of that product you are interested in.

If you do not find it or its trade name listed in the current Directory Number, in all probability it has been incorporated in the revised listings that are being prepared for the next issue of the Directory Number. Many such changes are being made daily and the listings brought up to date.

If your current Directory does not give you the information you seek, write the "Who Makes It" Editor. He's at your service!

**HARDWARE AGE**

239 West 39th Street New York, N. Y.  
A.R.P. — Charter Member — A.R.P.

No. 70      THREADS UP TO 3/4"

# HANDY PIPE THREADER

## IT'S A DANDY

Only threader with genuine ARMSTRONG "Kalarized" Solid Dies for pipe, bolt or rod. Dies are self-starting over meanest burr. Integral handles.

an  
Armstrong  
Quality  
Product

**THE  
LOW PRICE  
SET**

**YOU'LL WANT THE  
FREE DISPLAY BOARD**

Metal display board aids in 15 second demonstrations that will make big sales (at good mark-up) to home mechanics, handy men and hobbyists. Removal of dies at touch of thumb—adjustable guide that eliminates bushings are instant visual selling features.

Write today regarding FREE offer.

**ARMSTRONG MFG. CO. BRIDGEPORT, CONN., U.S.A.**

No Wonder They're Selling . . .



### Your Customers Know What They Want

And in Trump Hand Garden Tools they find . . . to please the eye—the smart chrome green color; to assure durability—the new NO-MAR finish; and the strength of 18-gauge steel, heat treated.

Order Trump Hand Garden Tools today. Either individually or in three-piece set illustrated above. Your jobber can supply you.

**ANIMAL TRAP COMPANY OF AMERICA**  
LITITZ, PA.      NIAGARA FALLS, ONT.

# RESULTS COUNT

## Classified ads in Hardware Age

# PAY!

CALVIN W. MCCUTCHEN & CO., INC.  
MANUFACTURER'S REPRESENTATIVES  
40 NORTH STREET  
NEW YORK

Hardware Age  
230 West 39th Street  
New York, N.Y.

Gentlemen:

July 12, 1935.

The ad which ran recently in your magazine has proven so profitable that we want to continue it and we would like to have you insert that same ad in every other issue of HARDWARE AGE until further notice.

By every other issue, we mean alternating; in one issue and skipping one issue, etc. You may start with your next issue and skip the following issue, then insert it again and so on.

Yours very truly,  
CALVIN W. MCCUTCHEN & CO., INC.  
CWM/PR

## TWO BIG PROFIT-MAKING FREE DEALS

### CYANOGAS

REG. U.S. PAT. OFF.      CALCIUM CYANIDE

FREE DEAL No. 1		FREE DEAL No. 2	
5—1-lb. cans CYANOGAS A-DUST	cost you \$2.50	10—1/2-lb. cans CYANOGAS A-DUST	cost you \$3.00
1—1-lb. can CYANOGAS A-DUST	FREE .00	2—1/2-lb. cans CYANOGAS A-DUST	cost you \$3.00
	Total Cost \$2.50		FREE .00
FULL RETAIL VALUE—\$4.50 OVER 44% PROFIT!—Your Profit on this Deal, \$2.00		FULL RETAIL VALUE—\$5.40 OVER 44% PROFIT!—Your Profit on this Deal, \$2.40	

**THIS OFFER GOOD FOR DELIVERY  
March 1st to April 30th, 1936**

Every alert hardware dealer should take advantage of these CYANOGAS FREE DEALS.

CYANOGAS—a gas-producing powder—INSTANTLY KILLS rats, moles, gophers, prairie dogs, ground squirrels—woodchucks (groundhogs) and other burrowing pests, also ants and many insects.

**ORDER FROM YOUR WHOLESALER TODAY**

**AMERICAN CYANAMID & CHEMICAL CORPORATION**  
30 ROCKEFELLER PLAZA      NEW YORK, N. Y.

## IT'S THE GAS THAT KILLS 'EM

# CYANOGAS

REG. U.S. PAT. OFF.      CALCIUM CYANIDE

### THE UNIVERSAL PEST DESTROYER



**AT LAST!**  
**Lifetime**  
**STAINLESS STEEL WARE**  
 AT POPULAR PRICES and  
 50% MARGIN TO DEALERS



**ASK YOUR  
 JOBBER TO SHOW YOU HIS  
 LATEST INTRODUCTORY OFFER**  
 You'll want it the minute you see it.  
 All popular items—small investment.  
 And how it will sell when displayed!  
**STAINLESS STEEL PRODUCTS CO.**  
 LaGrange, Illinois



Customer  
 Takes a  
 Package—  
 Another  
 Slides  
 Into  
 Its  
 Place

### This Display Sells Tape

**THE** New Slipknot All-Metal Automatic Salesman, with Stock Bin, holds 48 rolls assorted of fast selling Friction Tape, to retail at 5, 10, 20 and 35 cts. per roll. This tape is extra adhesive—can't dry out—has greater tensile strength—edges can't ravel. Will double and treble your tape sales.

Also SLIPKNOT Double Wear RUBBER SOLES on Colored Cards with Cement. Finest quality rubber. All sizes. Sold through Jobbers. Write for details to—

**PLYMOUTH RUBBER COMPANY, Inc.**

Largest Rubberizers of Cloth in the World  
 100-200 Revere St. CANTON, MASS.

leather golf bag prices have risen sharply over those effective a year ago, in some cases as much as 25 per cent. Sales of tennis equipment are very active, while in the larger cities bathing suits and accessories are offered and sold far in advance of the normal season, being included in the outfitting of winter travelers.

\* \* \*

*Mention is made*, in the latest Dun and Bradstreet survey, that the March 13 week was the best, so far, of 1936 in wholesale activity. Mail orders from country districts were nearly double those received the week before, and road salesmen contributed the largest volume of business since last fall. In plumbing supplies, building materials, and hardware, wholesalers reported gains of 15 to 30 per cent over 1935, with substantial bookings for future delivery. Housefurnishings in all branches, from kitchen gadgets to furniture, electric refrigerators and stoves, comprise at present the big sales volume producer in the city stores, while farm and garden tools, dairy equipment, netting and poultry supplies are the backbone of country ordering.

\* \* \*

Department store sales for February were 13 per cent ahead of a year ago, in dollar value, helped somewhat by the extra day. February sales of 27 chain store companies, including two mail order concerns, totaled 170 million dollars, as against 158½ million in February, 1935, an increase of 7.34 per cent. The American public spent \$690,319,000—the highest volume since 1931—for general merchandise in the first two months this year despite the most severe winter in years, according to the International Statistical Bureau. In the corresponding period last year such sales reached about 634 million dollars.

\* \* \*

*The latest week's survey* of the country's manufacturing activities—by Dun's—finds the best records now reported are on farm equipment, steel, machinery, electric refrigerators, paints, and some grades of furniture. While the renewed upturn in automobile production was continued, the number of units assembled still failed to reach the 1935 comparative total. Manufacturers of automobile bodies and parts are substantially busier. Machine tool makers report new orders have been plentiful, and deliveries running behind. With output of electrical appliances running 15 to

**New 50-50 ALLITH**



"Always on the Track"

**"PUSH OVER" DOOR HARDWARE**

**for the ROCK-BOTTOM Price Market**

Here's just the door hardware set you need to land that big volume of business that demands quality and buys on price. ALLITH "50-50"—"Push-Over"—is easy to install, even on old doors when in good condition . . . nothing to get out of order—no springs, no trouble, no maintenance . . . perfect action . . . ALLITH quality in every detail . . . and the lowest price on record.

Write or WIRE for details and prices TODAY.  
**ALLITH-PROUTY MFG. CO.,**      **Denville, N.J.**

**"HOTEL" CHAIN**

● Expressing Philadelphia's ultimate in modern appointments and guest comfort.

1200 OUTSIDE ROOMS  
 1200 MODERN BATHS  
 RATES BEGIN AT \$3.50

**"PHILADELPHIA'S MODERN" BENJAMIN FRANKLIN HOTEL** PHILADELPHIA  
 Samuel Earley, Mgr.

**LARGEST UNIT IN UNITED HOTELS**

# STEARNS

## 1936 POWER LAWN MOWER

This is one of the most startling offers ever presented to the trade

A dependable item of merchandise. Built with proven STEARNS features, it is as outstanding in quality and performance as it is in price.



18" cut  
**\$74.50**  
**Retail**  
Pneumatic  
Tires  
\$7.50 extra  
Four other  
models, 18"  
to 27" cut.  
Prices from  
\$94.50 to  
\$235.00

Don't pass up this money-maker. It will pay you to investigate our dealer proposition now. Ask your Jobber or write us direct.

E. C. STEARNS & CO. SYRACUSE, N. Y.

# VIGORO

## Prepares Way for Sales Thousands of dealers getting busy

- Alert retailers in all lines have made this an almost universal profit formula: *Push the lines your customers have become familiar with through advertising. Do it by reminding them of that advertising when they enter your store.*
- Best bet for this type of merchandising in garden supplies is VIGORO. Vigoro, by far the largest-selling, most widely-known plant food, this year is backed by the broadest advertising campaign in Vigoro history!
- Newspapers everywhere are carrying ten, fifteen, twenty powerful Vigoro sales-messages this Spring. *This Week*, popular magazine supplement to 21 big-city Sunday newspapers, broadcasts the Vigoro story 12 consecutive weeks to its 4,000,000 readers. And garden magazines are carrying big-space ads to best Vigoro prospects.
- Your store displays ought to be up now!
- Your customers are getting the impact of this great campaign right now! They're ready to be sold Vigoro! And the surest way to get their business is to tie your store in with Vigoro's localized advertising.
- Swift offers you free, everything you need to set your store up as headquarters for Vigoro and all other garden supplies in your neighborhood. Attractive, dynamic electros for your own advertising. Effective store display material. Shrewd selling plans.
- Many garden supply dealers are already using this material, reaping profits with it. Get yours now! Ask your Swift salesman—or write to the address below.

**Swift & Company**

4210 Packers Avenue, Chicago



Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of **HARDWARE AGE**. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.



# HANDEE

TOOL OF  
1001  
USES!

## Profitable ... Easy to Sell

A demonstration fascinates every one who sees it and makes sales. This marvelous tool is a great window and store attraction. Our advertising in national publications with 5,000,000 monthly circulation directs buyers to you.



Plug in Any  
Light Socket

Does away with slow hand work. 110 volt A.C. or D.C. 13,000 r.p.m. For use at home, in shop or take to job. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves. Retail price \$10.75 and up. 3 Accessories FREE

## DeLuxe MODEL!

25,000 r.p.m. For constant service, nothing else like this easy-to-handle tool for saving time and labor. The fastest, smoothest, most powerful tool for its type and weight, 12 oz. Length, 6"; diam. 1 1/4". Retail price \$18.50. 6 Accessories FREE

Write for discounts and our special offer to place in your hands a Demonstrator Outfit.

**CHICAGO WHEEL & MFG. CO.**

1102 W. Monroe Street  
CHICAGO, ILL.

SEND FOR  
Free BOOKLET

30 per cent ahead of last year's, activity of manufacturers has been speeded up. In keeping with the steady rise in orders for building materials, production of window glass is being increased from week to week. Plate glass output also continued larger than a year ago, and plumbing equipment plants operated at a rate 15 to 20 per cent above last year's. Building operations fell off in February, about 6½ per cent below January, but were estimated at 86 per cent ahead of February, 1935.

\* \* \*

*Steel mill operations* last week were estimated at the highest rate since September, 1930, by the American Iron and Steel Institute. Operations were at 60 per cent of capacity, a gain of 7.5 per cent over the rate a week previous. A month ago the operating rate was 51.7 per cent. In the corresponding 1935 week operations were at 46.8 per cent of capacity. Prices on major steel lines have been formally announced, and buying for current and second quarter needs is proceeding on a confident basis.

\* \* \*

*Sales of Fairbanks - Morse home appliances* in February were 25 per cent greater than for any previous month in the company's history. In commenting on prospects for the balance of the year, W. Paul Jones, general manager of the company's Home Appliance Division, Chicago, said: "Increased production facilities made possible by the occupancy of the new factory at Indianapolis, together with a large number of distributor and dealer appointments in the last few months point to a breaking of all previous Home Appliance Division sales records. There is already abundant evidence that the first quarter will show a large increase."

\* \* \*

*Sargent & Co., New Haven, Conn.*, through its president, P. E. Barth, reports sales for 1935 as showing an increase of about 16 per cent above those for the preceding year. Mr. Barth points out that the building industry, on which the company largely depends, was far below normal in 1935, being only one-third of the building done in 1926. He said, however, that building operations are now showing improvement.

\* \* \*

*Sales of household water conditioning equipment* by The Permutit Co., New York City, in January and February were 150 per cent ahead

## WHOLESALE HARDWARE COLLECTIONS

**NEW YORK** — The per cent of wholesale hardware charge accounts outstanding Dec. 31, 1935, collected in January, was 44.7 per cent in 1935, and 43.6 per cent in 1936.

**RICHMOND**—The percentage of Jan. 1, 1936, wholesale hardware receivables collected during the month was 46.1 per cent.

**KANSAS CITY**—Wholesale hardware outstandings on Jan. 31, 1936, were minus 3.3 per cent as compared with Dec. 31, 1935, and plus 2.3 per cent as compared to Jan. 31, 1935. The amounts collected in January, 1936, were plus 10.0 per cent as compared to January, 1935, and minus 22.6 per cent as compared to December, 1935.

**PHILADELPHIA** — The ratio of collections to receivables in January, 1936, was 40; in December, 1935, was 39, and in January, 1935, was 39.

**CLEVELAND** — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.

**ATLANTA**—The collection ratio in wholesale hardware was 41.2 in January, 1936; 41.7 in January, 1935, and 41.7 in December, 1935.

**CHICAGO**—The per cent of change from January, 1935, in wholesale hardware accounts outstanding was plus 11.7 per cent; collections were plus 25.2 and the ratio of accounts outstanding to net sales was 217.5 per cent.

**ST. LOUIS** — General collections during January reflected a slowing down in the high record of efficiency which has prevailed during the past eighteen months. Representative interests reported on January collections as follows: fair, 41.3 per cent; good, 45 per cent; excellent, 1.3 per cent, and poor, 12.4 per cent.

**SAN FRANCISCO**—The percentage of wholesale hardware collections during January to the total amount due from customers (outstanding) on first of month was 46.3 per cent in January, 1936, and 40.1 per cent in January, 1935.

**DALLAS**—The ratio of wholesale hardware collections during January to accounts and notes outstanding on Dec. 31, 1935, was 44.6 per cent.

of the same months in 1935, according to Oliver P. Harris, manager of domestic sales. As sales for 1935 were nearly double those for 1934, Mr. Harris says this fact makes the 1936 increase all the more significant.

\* \* \*

*The Chi-Namel Co., Chicago*, reports that its January sales were 54 per cent above those for the same month last year, with the company's new merchandising plans for the current year meeting with gratifying dealer acceptance.

\* \* \*

*February shipments of Johnson Motors* by the Johnson Motor Co., Waukegan, Ill., were 123.5 per cent ahead of the same month last year. From the start of the season October 1 to date total domestic shipments reflect an increase of 105 per cent over the corresponding period of last season, according to P. A. Tanner, vice-president, who believes that there is some likelihood of the large volume continuing right through the spring and summer.

\* \* \*

*Rapid recovery of the paint industry in 1935* is reflected in figures recently released by the United States Census Bureau, which show sales of paint, varnish and lacquer products by 579 establishments at \$334,277,609 for the year against \$276,206,117 for 1934 and \$220,303,893 for 1934.

\* \* \*

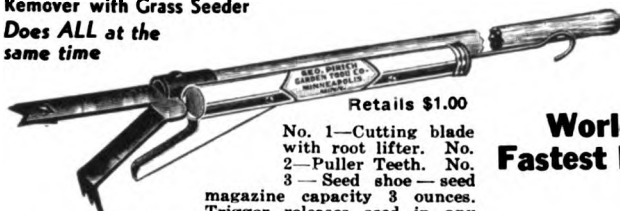
*Warmer weather* brought a sharp drop in coal shipments during the March 7 week, and freight car loadings declined to 634,828 cars. This was, however, the largest total in five years for the first week in March. The figures showed a decline of 5.7 per cent from the preceding week, but a rise of 8.1 per cent over a year ago, and 3.4 per cent above 1934. The total loadings since January 1 were 6,123,057 cars, compared with 5,683,789 cars in the relative period of 1935.

\* \* \*

*Electric power production* declined more than seasonably from the preceding week, due also to better weather. However, the total for the country was still the highest on record for the opening March week. The total of 1,893,311,000 kilowatt hours was 9.8 per cent ahead of the same week of 1935. This year the power and light industry has shown a continuous advance over last year's production figures, with the range of



**No. 500A—Speed Weed and Dandelion  
Remover with Grass Seeder  
Does ALL at the  
same time**



Retails \$1.00

No. 1—Cutting blade  
with root lifter. No.  
2—Puller Teeth. No.  
3—Seed shoe—seed

magazine capacity 3 ounces.  
Trigger releases seed in any  
quantity desired. Length 47 ins. Wgt. 23 lbs.  
per carton. 1 doz. in carton.

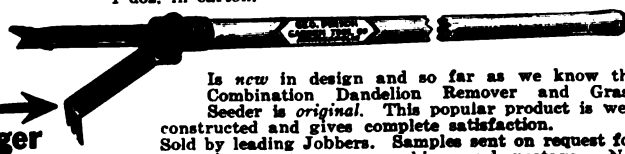
**World's →  
Fastest Digger**



**No. 50—Bush and Vine Pruner—Pacemaker**

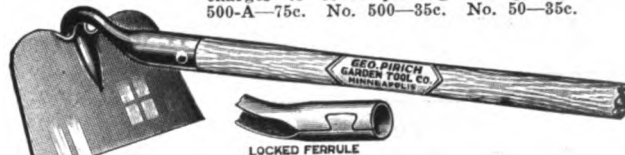
Retails 40 cents.

**No. 500 Speed Weed and Dandelion Remover**  
Same as No. 500A except seeder. Length 47 ins.  
1 doz. in carton. Retails 50 cents.



Is new in design and so far as we know the  
Combination Dandelion Remover and Grass  
Seeder is *original*. This popular product is well  
constructed and gives complete satisfaction.  
Sold by leading Jobbers. Samples sent on request for  
charges to cover packing and postage. No.

500-A—75c. No. 500—35c. No. 50—35c.



LOCKED FERRULE

**GEO. PIRICH GARDEN TOOL CO.**

428 Univ. Ave. N.E.

Minneapolis, Minn.

## CAP SCREWS



Screws—Wood, Drive, Coach, Ma-  
chine, Set, Thumb, Lock Cap,  
Knob.

Bolts—Stove, Tire, Sink.

Nuts—Semi-finished, Machine Screw,  
Acorn Cap.

Chain—Sash, Jack, Safety, Ladder,  
Furnace, Register.

Escutcheon Pins.

**THE CORBIN SCREW CORP.**

THE AMERICAN HARDWARE CORPORATION, SUCCESSOR  
NEW BRITAIN, CONN.

Warehouses:  
New York Chicago Philadelphia



## "EASY-AID" KITCHEN TOOLS Always Sell!

### BEAN-X BEAN SLICER AND STRINGER 59c Retail

Removes the strings and automatically  
strings and slices beans the best way.  
A practical 3-in-1 time and labor-saving  
device.

Write to your jobber or direct to us regarding BEAN-X  
or any other "Easy-Aid" Kitchen Tools, including Lima  
Bean and Pea Sheller, Super-Edge Slicing Knife, Heavy  
Duty Stainless Steel Kitchen Shears, Heavy Duty Kitchen  
Needles, Dutchman's Dish Rack, etc.

**G. N. COUGHLAN CO., Orange, N. J.**



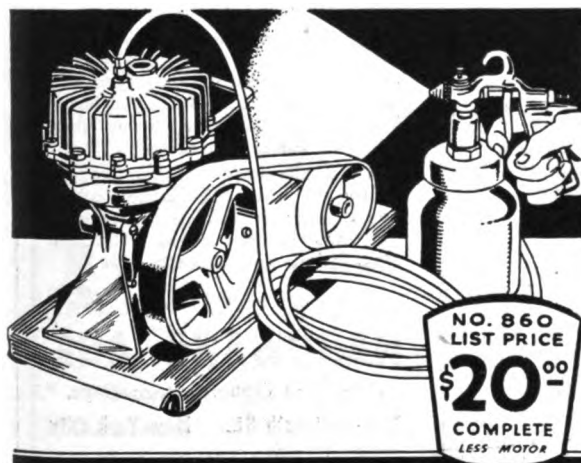
## RUDD'S NEW IMPROVED SCREEN DOOR BRACES

Here is a screen door brace that is a quality item. Strong.  
Carefully finished. The new point on the ends and ad-  
justable bolts hold it in an absolutely rigid position. Brass  
Turnbuckle. Cadmium plated to resist weather.

Write for descriptive catalogue

**CAR PRODUCTS COMPANY**

1213 West 3rd Street - - Cleveland, Ohio



NO. 860  
LIST PRICE  
**\$20.00**  
COMPLETE  
LESS MOTOR

## Speedy PAINT SPRAYERS

Fast, efficient "professional type"  
electric spray outfits for all general  
painting, etc. List at only \$5.00,  
\$14.00, \$20.00. Auto power sprayers \$2.60  
and up. Splash feed oil system, new type  
diaphragm compressor, steady pressure, no  
cylinders, pistons or rings to wear out.  
Quality at low cost.

### DEALERS!

Write for com-  
plete detail  
of model  
prices and  
discounts. See  
Speedy  
Sprayers rig-  
off your coun-  
ter.

**W. R. BROWN CO. 2014 N. Major Ave. CHICAGO**

Insure your wire goods sales  
with a stock of

## HINDLEY WIRE GOODS



WIRE SPECIALTIES  
BRIGHT WIRE GOODS

COTTER PINS

EYE BOLTS

**HINDLEY**

MFG. CO.  
VALLEY FALLS, R. I.

### The Original

## "HORSESHOE MAGNET" HAMMERS

Steel Forgings, Permanent Magnets. The best magnet hammers on the market. Give long and satisfactory service. The Hammer holds the tack.

**ARTHUR R. ROBERTSON**

Sole Manufacturer

596 Atlantic Ave., Boston, Mass.

## BURDEN

Horse & Mule  
Shoes

Hand puddled  
bar iron and  
iron rivets



—for  
over  
100  
years

**BURDEN IRON COMPANY**

TROY, N. Y.

## Added PROFITS

are made possible with the handy household package of Gardiner Repair-All Solder. It retails for 18 cents—a price that meets chain store competition and yet allows you a full margin of profit.

At the same time Gardiner Solder is better solder—does neater and cleaner work.

Packed in attractive tins—10 tins in a counter display box. Your jobber can supply you.



4821 So. Campbell Ave., Chicago, Ill.

## Good Management

- is merely the transmission of
- the intentions and purposes
- of the management through
- the staff to the customers

weekly gains running from 9.6 to 12.3 per cent.

\* \* \*

Administration officials are gratified at the large increase this season in income-tax collections. Preliminary estimates showed the income-tax yield for the first 16 days of March was \$281,758,032—a 46.4 per cent gain over the comparable period of last year. For 1936 to date income levies have produced 45.6 per cent more than last year. There is hope that these gains may serve to modify other tax programs now under consideration by Congress.

\* \* \*

Bank clearings in 22 leading cities, as reported by Dun & Bradstreet, for the week ended March 11, showed a gain of 7 per cent over last year. The total was \$6,015,502,000, a shade under the previous week. Business failures in the same week totaled 222, against 201 in the preceding week, but held below the level of 224 in the corresponding week of last year.

\* \* \*

Lumber manufacturers reported a welcome business upturn this month. New business in the March 7 week was the heaviest since January and was 3 per cent larger than the average of the previous weeks of the year. Production stood at 57 per cent of the 1929 weekly production average and shipments were 59 per cent of 1929. Softwood production during the first two months of 1936 was 35 per cent more than for the corresponding months of last year. Shipments were 22 per cent larger and new business 19 per cent higher.

### Wringer Wash Board



Wringer with self-adjustable, thick rubber rollers, is located at top of the board, which has a large zinc-coated surface; rubber suction cups to prevent slipping. Folds completely away when not in use. Suggested retail selling price, \$1.59. Wood Tex, Inc., 162 Imlay St., Brooklyn, New York City.

## Gibson Gripper Clips

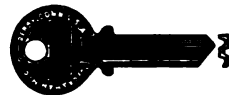


A patented clip of oil-tempered, nickel plated spring steel that will hold objects securely. Hundreds of uses in homes, factories, offices, stores, and for displays. Retail for 10¢. Packed with attractive display card. Samples on request.

Gibson Good Tools, Inc.  
Orange Mass.

## KEY BLANKS

OF ALL KINDS



Catalogue on Request

**GRAHAM MFG. CO.**

Dept. W.

Derby, Conn., U. S. A.

## COOK'S Gem NAIL CLIPPERS



### The "Gem Junior"

An eye-pleasing streamline clipper with keen, hardened cutting jaws and efficient file and cleaner. Colorful counter card displays one, stores eleven. Retail, 25¢. At jobbers'. Send for catalog price sheet.

The H. C. Cook Co.

Ansonia, Conn.



## Don't Let It Run Away From You!

You'll find many good accounts advertising for sales representatives in the Classified Opportunities Section.

Many of these side lines may be just what you need to increase your commissions.

If you don't find the kind of line you want, why not advertise for it? Many manufacturers look through the Sales Accounts Wanted advertisements before they advertise for salesmen.

Take advantage of the opportunity the Classified Section offers you to keep in touch with the sales positions that are open. Read the classified section of each issue.

## HARDWARE AGE

Classified Opportunities Dept.

229 West 39th St., New York City



# SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

## THE LIFE OF SUPER APEX

in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS  
ANTIQUE BRONZE — ALUMINUM

**HANOVER WIRE CLOTH CO.**

HANOVER, PENNSYLVANIA

## Who Invented The "MONKEY WRENCH"?

"Believe-It-or-Not" Ripley says: Charles Moncky. W. F. Schaphorst, M. E., of Newark, N. J., says: S. Merrick of Springfield, Mass.

While authorities differ over the inventor, millions of wrench users agree and swear by the COES Adjustable Screw Wrench first produced in 1841. Known, sold and recommended wherever tools are used. Seven sizes: 6 to 21 ins., incl.

Ask your Jobber

**BEMIS & CALL CO.**  
Springfield Mass.



# SPONGES

*Greatest Value of All*

6½" genuine SeaWool reinforced . . . . . **35c**

Sponges retail at 35¢ ea.  
Box of 10 costs you \$2.10.

Order from your wholesaler. If he cannot supply you write us at nearest office.

**SCHROEDER & TREMAYNE, INC.**  
New York St. Louis  
San Francisco Montreal



## Repairs Unsightly Chipped Porcelain

When home owners hit and chip porcelain or enamel fixtures—Tilette Liquid Porcelain Glaze will quickly repair them like new. Ideal for Porcelain and Enamel Sinks, Bath Tubs, Lavatories, Refrigerators, etc. Ready for use, waterproof, dries quickly with a permanent porcelain gloss. In 1 oz. jars, packed 12 to attractive counter display. Quick 25 cent seller. Liberal profit. Ask your jobber to supply you. If he cannot, write to us.

**TILETTE CEMENT CO., INC.**  
401 Lafayette St., N. Y. C.  
1115 Temple St., Los Angeles, Calif.



## QUALITY

## STAR HEEL PLATES



One reason why Star Heel Plates sell so well and bring such steady **TURNOVER** is their **QUALITY** never varies. Your customers know they are made right and wear right. Nine popular sizes to fit all sizes of shoes. Packed ¼ gross pairs in box. Also three pairs assorted on cards. Sold by Leading Jobbers. Send for Samples and Prices.

**STAR HEEL PLATE CO.**  
NEWARK, N. J.

## ALWAYS NEEDED! A List of

## WHOLESALE HARDWARE HOUSES Giving

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

### Useful for

PERSONAL SALES CONTACTS  
CREDIT DEPARTMENT  
DIRECT MAIL WORK



Price \$10.00 a Copy  
Check with Order

**HARDWARE AGE VERIFIED LIST**  
239 W. 39th ST., NEW YORK, N. Y.



# Aladdin SANI-SEAL Vacuum Bottles

Pints Quarts

The first and only Vacuum Bottle to which the word durability could be justly applied. Quality throughout. Sold only through legitimate independent dealers under a new dealer profit-protecting policy.

Write at once for illustrated circular, prices, discounts and details of profit-protecting policy.

**ALADDIN INDUSTRIES, Inc.**  
609 W. Lake St., Chicago, Ill.  
721 E. Yamhill, Portland, Ore.



# Who Makes It?

Information regarding sources of supply as provided readers of *Hardware Age* by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in *Hardware Age* "Who Makes It?" section or issue.

WATERBURY, CONN.: Provide names and address of manufacturers who make indoor, ceiling, clothes dryers?—Strauss Hardware Co.

ANSWER: Royal Mfg. Co., 704 E. 141 St., New York City; Majestic Can Corp., 115 S. 5 St., Brooklyn, New York City; M. Singer, 2525 3rd Ave., New York City.

\* \* \*

BRONX, N. Y.: Where is the Bersted Mfg. Co., manufacturer of electrical appliances, located?—Ben's Hardware.

ANSWER: Bersted Mfg. Co., Fostoria, Ohio.

\* \* \*

IMPERIAL, PA.: Who makes a double barrel hammer shot gun marked, New York Arms Co. No. 306992?—John A. Hamilton Hardware.

ANSWER: H. & D. Folsom Arms Co., 314 Broadway, New York City.

\* \* \*

SCHENECTADY, N. Y.: Who makes the Gaynor Line Switch?—David Mahoney Co., Inc.

ANSWER: Gaynor Electric Co., 1468 Stratford Ave., Bridgeport, Conn.

\* \* \*

ST. LOUIS, MO.: Furnish name and address of manufacturer of a Sawhorse assembled with Handy Brackets?—Schroeter Bros.

ANSWER: Morse Mfg. Co., Inc., Syracuse, N. Y.

\* \* \*

NEWARK, N. J.: Provide name of manufacturer who makes a Spintite screw driver type socket wrench to fit 10-24 Hex nuts.—H. Goldstein Hardware.

ANSWER: Steven, Walden, Inc., Worcester, Mass.

\* \* \*

ROSELLE, N. J.: Who makes the round wooden clothes pin that has a wire band around it to keep it from splitting easily?—Roselle Hardware Co.

ANSWER: Berst-Foster Dixfield Co., 420 Lexington Ave., New York City.

\* \* \*

GRANTS PASS, ORE.: Provide names of several manufacturers of miner's hats with attachment for holding lamp.—Rogue River Hardware Co.

ANSWER: Wilkes-Barre Cap Mfg. Co., Wilkes-Barre, Pa.; Penna. Mfg. & Supply Co., Wilkes-Barre, Pa.; Mine Safety Appliance Co., 239 N. Braddock Ave., Pittsburgh, Pa., and E. D. Bullard Co., 275 Eighth St., Los Angeles, Cal.

\* \* \*

DICKINSON, N. D.: Please advise where the M & M Co., manufacturer of Bates Sponge Rubber Mop, is located.—Schilla Hardware Co.

ANSWER: Merchants & Manufacturers Co., 1653 Main St., Springfield, Mass.

\* \* \*

BROOKSVILLE, FLA.: Where is The Cronin China Co. located?—The Russell Hardware Co.

ANSWER: Minerva, Ohio.

\* \* \*

KENNETT SQUARE, PA.: Who makes Kow-Kare?—Square Hardware Co.

ANSWER: Dairy Association Co., Lyndonville, Vt.

\* \* \*

DUNBARTON, N. C.: Who makes the Martin King cook stove?—B. F. Anderson.

ANSWER: King Stove & Range Co., Sheffield, Ala.

\* \* \*

COLUMBUS, OHIO: Provide correct name and address of the F. D. Smith Wire & Iron Co. of Chicago.—Columbus Hardware Supplies, Inc.

ANSWER: F. P. Smith Wire & Iron Works, Inc., 2342 Clybourn Ave., Chicago, Ill.

\* \* \*

OAKLAND, CAL.: Where can Underhill lath hatchets be purchased?—Maxwell Wholesale Hardware Co.

ANSWER: Kelly Axe & Tool Works of the American Fork & Hoe Co., Charleston, W. Va.

\* \* \*

WILLIMANTIC, CONN.: Who makes Minnwax, a wax preparation used for waterproofing external structural crevices, etc.?—The Hurley-Grant Co.

ANSWER: Minnwax Co., 11 W. 42nd St., New York City.

\* \* \*

SUMMERSIDE, PRINCE EDWARD ISLAND: Where can we purchase copper oleate, as used for dyeing or preserving nets and rope?—Brace, MacKay & Co., Ltd.

ANSWER: American Cyanamid & Chemical Corp., Rockefeller Plaza, New York City, and Harshaw Chemical Co., 1933 E. 97th St., Cleveland, Ohio.

\* \* \*

BENNINGTON, VT.: Who makes the Vixen cabinet file, which has a detachable handle?—A. H. Winslow, Inc.

ANSWER: Heller Bros., 880 Mt. Prospect Ave., Newark, N. J.

# SURE-GRIP



"Sure-Grips" have no raw edges to corrode because they are galvanized after all machining operations are completed. "Sure-Grips" fit tightly—and perfectly—on every hose. Clamps for special uses made to your own specifications.

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Syracuse N. Y.

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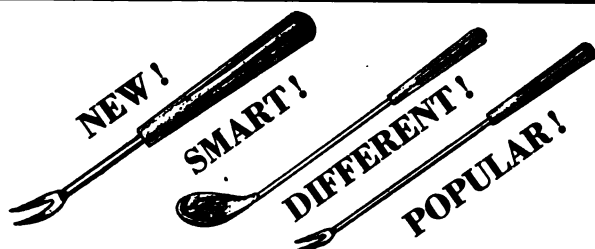
"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of all fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. New 1/4, 1/2 and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.



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The new and efficient tree wound dressing, pruning and grafting compound for all types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. Write for Prices.

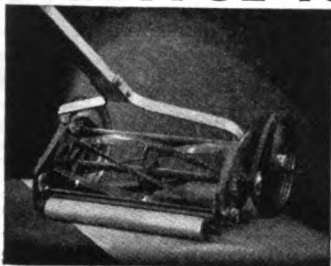
**Walter E. Clark & Son**  
Milford Box E Conn.



**VAUGHAN'S** Famous line of new Catalin handle utility items is selling fast now. All metal parts are heavily nickel plated. Each item guaranteed. Red and Green Catalin Handles. Send for Prices and Details on this Complete Line.

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... and selling the Silent Yard-Man means golden profits for you. It's the most advanced of all lawn mowers. Write for details of the Silent Yard-Man Demonstrator Plan.

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JACKSON, MICHIGAN

THE SILENT **YARD-MAN**

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If you do not honestly think that RAPID cutters are made of finer material and have sharper and better knives than any other slicers on the market, and you return your stock of them to us within 30 days of date of purchase, we will gladly refund you "Double Your Money Back" on your order.

Tempered steel knives guaranteed to remain sharp and rust free for 10 years. A fast mover. Gives generous profit. Not sold in chain stores. Tested and endorsed by Good Housekeeping Institute. See your jobber today or write direct.

**DETAILS**  
No. 6. WITHOUT GUARD 25c No. 8. WITH GUARD 35c  
No. 28. WITH GUARD AND WOODEN HANDLE 50c  
No. 10. THREE-PIECE SALAD SET 75c  
**BLUFFTON SLAW CUTTER CO.**  
MAIN ST. BLUFFTON, OHIO

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200 Fifth Avenue, New York, N. Y.



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### CLOTH - APPLIED VARNISH

Not a polish nor wax, but a fine quality varnish that's applied with a cloth. Its bakelite content gives it longer wearing qualities. Resists alcohol, acid, water, strong soap or hot liquids. Dries in 2 hours with a hard glossy surface. Four sizes: 20c, 35c, 65c and \$1.20.

Order from Your Jobber Now!  
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# CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach *Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen*

## • CLASSIFIED ADVERTISING RATES •

**Positions Wanted Advertisements**  
at special rate of one cent a word, minimum 50 cents per insertion.

### All Other Classifications

Set Solid, Maximum of 50 words.....\$3.00  
Each additional word......06  
All Capitals, Maximum of 50 words..... 4.00  
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Allow Seven Words for Keyed Address

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4 insertions, 10% off; 8 insertions 15% off.  
Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

### REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,  
not currency.

HARDWARE AGE is published every other Thursday. Classified forms close 15 days previous to date of publication.

### NOTE

Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

Address your correspondence and replies to

### HARDWARE AGE

Classified Opportunities Dept.  
239 West 39th St., New York City

## SALES REPRESENTATIVES WANTED

**WANTED—SALES REPRESENTATIVES**  
NOW CALLING on the retail hardware trade in the states of New York, Pennsylvania, Indiana and Wisconsin to represent a reliable manufacturer of hickory tool handles. Address Box F, Puxico, Mo.

**A WELL-KNOWN MANUFACTURER**  
WITH an attractive line of modern kitchenware wants an active, experienced salesman for northern Ohio and northern Indiana. References. Address Box B-990, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**WANTED—HARDWARE SIDELINE SALESMAN—EXPERIENCED** and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALESMAN NOW CALLING ON MILLS**  
and factories to represent reliable manufacturer of bass fibre brooms on a commission basis. Give experience and state territory covered. Address Box C-44, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALESMEN DESIRING PERMANENT CONNECTION** WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

**HIGH-GRADE SALESMEN WANTED.**  
START a business of your own. Become State distributor for our low-cost, bench-type, lawnmower grinder; first of its kind. Sells to hardware stores, golf clubs, key shops, cities, private estates, cemeteries, etc. Write for details. Address The Savage Company, Greenville, Tenn.

**TEN ITEMS (PAT.) FOR THE hardware**  
house furnishing jobbers. Successfully merchandised in the East for four years. West of Mississippi is virgin territory. Outstanding quality and lowest prices assure volume. Write for details and circulars. Address Safety Cedar Products, subsidiary of Storage Chest & Closets Corp., 1265 Broadway, N. Y. City.

**NATIONALLY KNOWN MANUFACTURER**  
OF FAST-SELLING household gadgets is looking for side-line salesmen calling regularly on department, hardware, grocery and furniture stores. Exclusive territory—permanent connection—exceptional earnings—commission basis—credit for repeat orders. Address Hygenic Products Corp., Dept. HA, 193 Middle St., Portland, Maine.

**WELL-KNOWN, ESTABLISHED MANUFACTURER GALVANIZED** ware specialties is looking for sales representatives acquainted with hardware, mill, janitor and hotel supply trade in Illinois, eastern Iowa, St. Louis and Wisconsin territory. Aggressive and hard worker. Commission basis. Close cooperation. Write fully own handwriting—experience, age, lines now handled, territory covered, references. Confidential. Address Box C-25, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

## SALES REPRESENTATIVES WANTED

**SALESMEN WANTED FOR ALL TERRITORIES** in United States to sell hardware and electrical jobbers for well-known New York manufacturer of popular-priced electrical lighting fixtures. Product is of a type which is particularly suited for the hardware trade. Reply, giving experience. Address Box C-35 care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALESMEN—REPRESENTATIVE NEW YORK WHOLESALE** hardware, housefurnishing and electrical goods house requires the services of several men for Metropolitan area, Long Island, Westchester, Jersey. Must be thoroughly experienced. Only those with following need apply. State with whom employed last five years. Confidential. Commission basis only. Address Box B-996, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**MANUFACTURERS' REPRESENTATIVES—OPPORTUNITY TO ADD** one of leading nationally advertised and complete lines of popular bench woodworking machinery, selling to leading retail hardware, mill supply and machinery trade. Line well established—you can check on that. Illinois, Iowa, Tennessee, Florida, Dakotas, still open. Write fully first letter. Address Box C-29, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALESMEN TO REPRESENT OLD WELL-ESTABLISHED** concern in following States: Minnesota, Wisconsin, Maine, New Hampshire, Vermont, Connecticut, Rhode Island, Massachusetts and Pennsylvania. Splendid opportunity for live-wires to sell high-grade line of saws to hardware jobbers and to retail hardware stores through hardware jobbers. State references, line now carried, class of trade covered and how often. Address Box C-32, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**MANUFACTURING COMPANY, WHOSE PRODUCT HAS** been sold nationally for more than fifty years continuously, would be interested in hearing from manufacturers' agents covering wholesale and retail distributors of general hardware in the Middle West, Pennsylvania, New York and Connecticut. In replying, please give information which will be of definite value in gauging the kind of representation your firm would be prepared to furnish. Address Box C-37, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**STATE REPRESENTATIVES WANTED—SPLENDID OPPORTUNITY** for one desiring to develop a future income by carrying side-line of mop heads. Preference given those now carrying kindred lines and calling on the following: Hardware, housefurnishing, grocery, paper and twine jobbers, hotel and janitors' suppliers, department, chain and general stores. Commission basis. State exact territory you cover, your lines, and how long covering that trade. Address Box C-27, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**MANUFACTURER OF HIGH-GRADE LINE,** moderately priced ironing tables, step ladders and various other wooden specialties, desires experienced salesmen on commission basis, who call on hardware, furniture, variety and department store trade regularly every four to six weeks. Men for each of the following states: Illinois, Iowa, Wisconsin, Missouri, Indiana, Michigan, Nebraska, Ohio and West Virginia. Full protection repeat business. Reply, giving full details of yourself, other lines carried and territory covered regularly. Address Box C-18, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

## • BUSINESS OPPORTUNITIES

### An Established Factory Since 1850.

fully equipped and adapted for work in metal or cellulose materials, desires new articles or component parts of products to manufacture. With a Sales Organization covering the U. S. we are also interested in marketing new or old articles of merit. Write giving details.

**HAMPDEN MFG. CO., INC.**  
17-A Warren St., N. Y. City

### FOR SALE WHOLESALE AND RETAIL Hardware Business

Long and successful operation. Good central territory. Clean complete stock. Reason for offering: death of executive. Worth investigation. Inventory \$55,000. Address  
**MAC HARDWARE COMPANY, Inc.**  
Fort Plain, N. Y.

**FOR SALE—RETAIL HARDWARE STORE**  
at Center Moriches, Long Island, New York. Inventory of stock \$10,000, all clean, modern equipment, will sell for \$10,000. Inspection invited. Address George Herrmann, Jr., Center Moriches, Long Island, N. Y.

**ESTABLISHING WAREHOUSE IN ATLANTA, GEORGIA,** by manufacturing agent, a manufacturer may obtain better distribution by immediate delivery to jobbers and dealers. Invites correspondence from non-conflicting reputable manufacturers of hardware, electrical, paint and specialties desiring warehouse space with or without representation. Address Box C-36, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**WE HAVE A LARGE FINE hardware** and housefurnishing store in a good town and need \$5,000 to promote it in a way that it really deserves. Location has been established for 35 years in this line and after 18 months we are convinced a lot more business can be done with more money, stock, and advertising. Address Box C-34, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

## SALES ACCOUNTS WANTED

**WELL-ESTABLISHED MANUFACTURER'S REPRESENTATIVE** CAN do justice to one more good line for hardware jobbing and chain store syndicate trade in the Metropolitan District of New York. Address Box C-38, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

**SALES ORGANIZATION WANTS LINES EXCLUSIVE** for the States of Alabama, Georgia, North Carolina and Florida. Trade covered—wholesale and retail hardware, drug, chain and department stores. Lines accepted must be worthy of real sales effort and pay small retainer and expenses with a bonus for volume. We have the ability to give you proper results. Address Taylor's Sales Service, Box 744, Lakeland, Fla.



## SALES ACCOUNTS WANTED

ESTABLISHED SALES ORGANIZATION, CONTACTING WHOLESALE DISTRIBUTING MARKET AS WELL AS INDUSTRIAL AND MAINTENANCE ORGANIZATIONS FOR OVER 25 YEARS, CAN EFFECTIVELY TAKE CARE OF MARKETING MERITORIOUS PRODUCTS IN THE NEW YORK METROPOLITAN TERRITORY. CORRESPONDENCE INVITED FROM RESPONSIBLE OUT-OF-TOWN MANUFACTURERS WHO ARE NOT GETTING ADEQUATE DISTRIBUTION IN THIS FIELD. ADDRESS BOX C-28, CARE OF **HARDWARE AGE**, 239 W. 39TH STREET, N. Y. CITY.

## POSITIONS WANTED

**YOUNG MAN, 23, SINGLE, THOROUGHLY EXPERIENCED** hardware clerk—competent salesman, knowledge locksmithing and general repairs. Will travel. Address Isidore Polonsky, 364 South First St., Brooklyn, N. Y.

**SITUATION WANTED BY YOUNG MAN**, experienced in builders' hardware business, knowledge of taking off plans, detailing and estimating. Some sales ability. Address Box C-20, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**COMPETENT RADIO SERVICE MAN**, WITH some past experience as hardware clerk, desires a more advantageous position anywhere in U. S. Have complete servicing equipment and can furnish good references. Address W9RZG, Verona, North Dakota.

**HARDWARE MAN, EXPERIENCED IN THE FOLLOWING LINES:** Mill, factory, contractors', builders' hardware and cabinet makers' supplies; transmission, paints, oils, varnishes, brushes, sporting goods, mechanics' tools, etc. Address Box C-26, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**YOUNG MAN, 28 YEARS OF AGE, 10 years' experience** as manager and buyer of large hardware housefurnishings store in Bronx—desires position with similar line in Metropolitan Area. Salary secondary to advancement. Address Box C-40, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**YOUNG MAN, 29, SUPERVISOR AND merchandise checker:** complete line of hardware and housefurnishings; thoroughly familiar with modern receiving room methods; formerly with large New York department store, desires similar position. Address Box C-24, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**TO THE HARDWARE MAN WHO** can use my services—41 years of age, 20 years of general experience in hardware, tools, paints, cutlery, plumbing, electrical and housefurnishings, selling or buying, in an up-to-date retail establishment, ready to start anywhere. Address Box C-39, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**THOROUGHLY EXPERIENCED RETAIL HARDWARE MAN** desires position. Capable of managing store, excellent salesman, expert in display and store arrangement. Fifteen years' experience in the retailing and buying of general hardware, paints, housefurnishings, etc. For further details, address Chas. L. Harder, 306 60th St., Kenosha, Wis.

## POSITIONS WANTED

**EXPERIENCED MAN IN RETAIL HARDWARE** and housefurnishing business desires permanent connection with progressive jobber of similar line in Metropolitan area. Thorough knowledge of line based on ten years of experience. Either salary or commission. Address Box C-41, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMAN, 11 YEARS' EXPERIENCE** SELLING TO the wholesale hardware trade in Kentucky, Tennessee, West Virginia, Virginia, Carolinas and Georgia, seeks exclusive connection with reliable manufacturer. Single, can make headquarters anywhere in territory. Salary or drawing account. Address Box No. 7585-A, care of **HARDWARE AGE**, 802 Otis Bldg., Chicago, Ill.

**YOUNG LADY, 15 YEARS' EXPERIENCE** as price clerk with wholesale hardware, housefurnishings and electrical jobber in charge of billing department, issuing credits, comptometer operator—desires position of similar capacity with New York City firm where my ability can be utilized. Good education, honest, dependable. Address Box C-43, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**BOOKKEEPER, ACCOUNTANT, OFFICE AND CREDIT manager;** systematizer, correspondent; 10 years' experience in hardware, plumbing, and real estate supplies; accustomed and capable to handle any volume of business; highest credentials; residence conveniently situated to reach any locality in New York City, or suburbs. Address Box C-19, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**MANUFACTURERS' AGENT, 31, WITH FOLLOWING** in Western Pennsylvania, Ohio territory, would like to carry fast-selling item to hardware, electrical, radio, furniture and department trade on commission and overage basis. Past experience in electrical item, radio midgrets, food mixers, fans, lamps, skates, etc. Address C-4, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALESMAN 10 YEARS' EXPERIENCE** SELLING factory equipment to industrial plants in Buffalo and western New York for nationally known tool manufacturer. Branch manager 5 years. Past two years sold hardware jobbers in New York, Pennsylvania, West Virginia, Ohio, Michigan, and Indiana. Single. Excellent record and references. Address Box C-11, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**CAPABLE AND CONSCIENTIOUS HARDWARE MAN** needs work. Experience covers cutlery buyer and department manager for large New England jobber; also fifteen years covering New England States for nationally-known hardware manufacturers. Would like job in sales department of manufacturer or jobber or New England sales representative. Address Box B-991, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## POSITIONS WANTED

**SALESMAN, TWENTY YEARS' EXPERIENCE** SELLING hardware and sporting goods, nine years' retail, 11 years' traveling Eastern territory, two years for Arms Company, wants permanent connection Southern California, inside or travel. Accustomed to responsibilities, knows hardware. Age 38. Married. Best references. Correspondence invited. Address Box C-31, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**HARDWARE MAN, FORTY-THREE YEARS** of age, thoroughly experienced in retail and wholesale hardware, paints, sporting goods and kindred lines, both inside and outside, desires a position with responsible retail firm. Capable of buying, bookkeeping and store management. Salary secondary. Free to go anywhere. Middle West or South preferred. Address Box C-30, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**YOUNG MARRIED MAN DESIRES CONNECTION** with reputable manufacturer. Ten years' contact with wholesale hardware and sporting goods jobbers in the following territories—New York, Ohio, Indiana, Kentucky, Missouri, Iowa, Illinois, Michigan, and Wisconsin. Age 36, excellent references. Present headquarters in New York City. Can be changed if desired. Address Box C-12, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**SALES PROMOTION—SPORTING GOODS DEPARTMENT manager—foreign sales supervision.** Age 30. Unmarried. Experienced in hardware jobbing. Thoroughly versed in mill and factory supplies, air conditioning, guns, fishing tackle. Am also familiar with general hardware lines. We request that all firearms manufacturers who are in need of additional experienced men for designing or sales promotion to allow us to prove our ability through correspondence. Address Box C-33, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

**YOUNG MAN, 26 YEARS OF AGE,** desires employment with hardware retail store located in Northwest, with opportunity for permanent connection. Have one year's experience as manager of chain retail store. At present employed as department head of hardware, radios, washers, refrigerators, and paint in large mail order house retail store in southern Minnesota town. Have college education. Ambitious to make good if given opportunity. Can furnish the best of references. An interview with prospective employer desired. Address Box C-42, care of **HARDWARE AGE**, 239 W. 39th St., N. Y. City.

## Hardware Personnel

Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.

**NO CHARGE TO EMPLOYERS FOR THIS SERVICE**

If we can be of any help to you, just phone  
**ASSOCIATED PLACEMENT BUREAU**  
152 West 42nd Street WIS. 7-1062, 1063 New York City

## The Story of the "WANT AD"

A Business paper's value as a vehicle for "Want Ads" depends upon *how widely and thoroughly it is read in its field.* ¶ Every classified advertiser in placing his advertisement in **HARDWARE AGE** offers spontaneous evidence of his conviction that this paper is *most widely and thoroughly read in the hardware trade.*

Year after year **HARDWARE AGE** has led its field in the volume of classified as well as display advertising published. ¶ Its classified columns have proven a valuable aid in bringing together buyer and seller, employer and employee. Those who contact the hardware trade most closely know, from observation and experience, that **HARDWARE AGE** is *most widely and thoroughly read by live hardware men.*

... **HARDWARE AGE** ...

# • INDEX TO ADVERTISERS •

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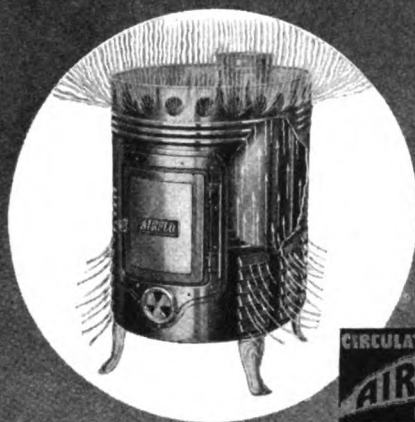
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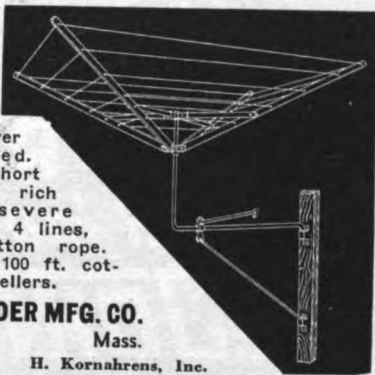
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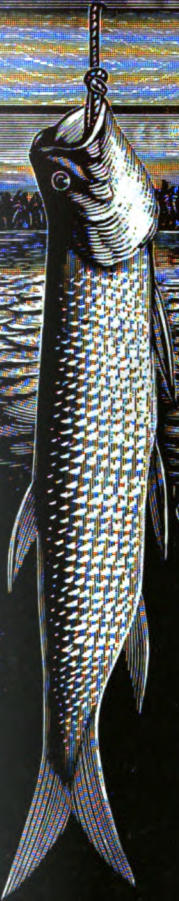


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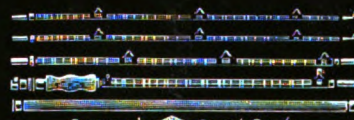
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